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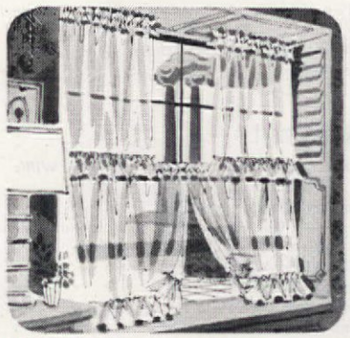
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Simplicity is the keynote of this living room in the home of the William Grays in Chagrin Falls, Ohio. Honey-beige pine walls, light wood finishes in furniture blend subtly with the pink-beige stone fireplace wall, right. For another fireplace wall, see our two-faced design, page 62. Photograph: Kranzten Studio

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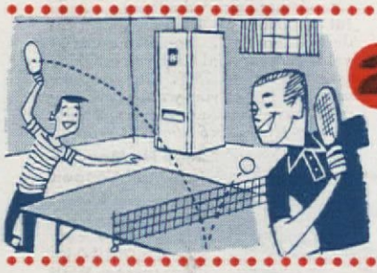
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Contributors



. . . **ANNE G. PHILLIPS** is an official of A.I.D. and an active decorator (page 72). But that's only part of it! Into a life which even includes a grandchild, she fits dozens of lectures to young homemakers by the hundreds—at a college, on TV, and elsewhere. For instance, when one large industrial firm discovered that their most efficient employees had homes reflecting the best taste and most care, Mrs. Phillips was asked to give a course of lectures to its personnel all over Southern California.



. . . **LOUISE TEATHER** says of the Salvage Shop (page 14): "It's an institution of which my grandfather, the Rev. Thomas Benton Stratton, a member of the Kentucky Methodist Conference for 50 years, would have approved." The enterprising granddaughter, a graduate journalist, finds time for the shop and for part-time newspaper and publicity work in addition to a husband, son, and the rewarding experience of remodeling an old house facing the Golden Gate.



. . . **AUDREY L. GRAY (MRS. WM.),** whose inviting living room is shown on our cover, reports: "Bill and I do *not* belong to the cult that regards flexible plastic roofs as impractical, or solar-heated ski lodges as zany . . . But in our own home, we wanted not only a precise fulfillment of our practical needs, but utility and visual appeal for *others*. If business should send us packing to other parts, we wish the house to be salable . . . to appeal to the contemporary minded, and also to those who depend upon Mr. Phyfe."



. . . **CHRISTINE GABLE ELLIOTT** collected, as a child, the type of dried flower material she puts to such effective use on page 74. A native resident of Missouri, she attended its state university and her favorite subjects there, botany and history, were preludes to her interests today —tending her own flowers and working in the League of Women Voters.

. . . **FRANCES MULLEN RALSTON,** decorator of the home on page 57, believes that "creative work well done is the highest satisfaction attainable." She admires Frank Lloyd Wright and agrees with him that: "Our countryside is a promise never to be broken," and that an integrated organic American art is our duty. Formerly a resident of Atlanta and Princeton, she now practices and lives in Los Angeles. Though her career began in 1943, her family claims she started "decorating" at the age of five, constantly rearranging dining room, as well as Sunday School, chairs.

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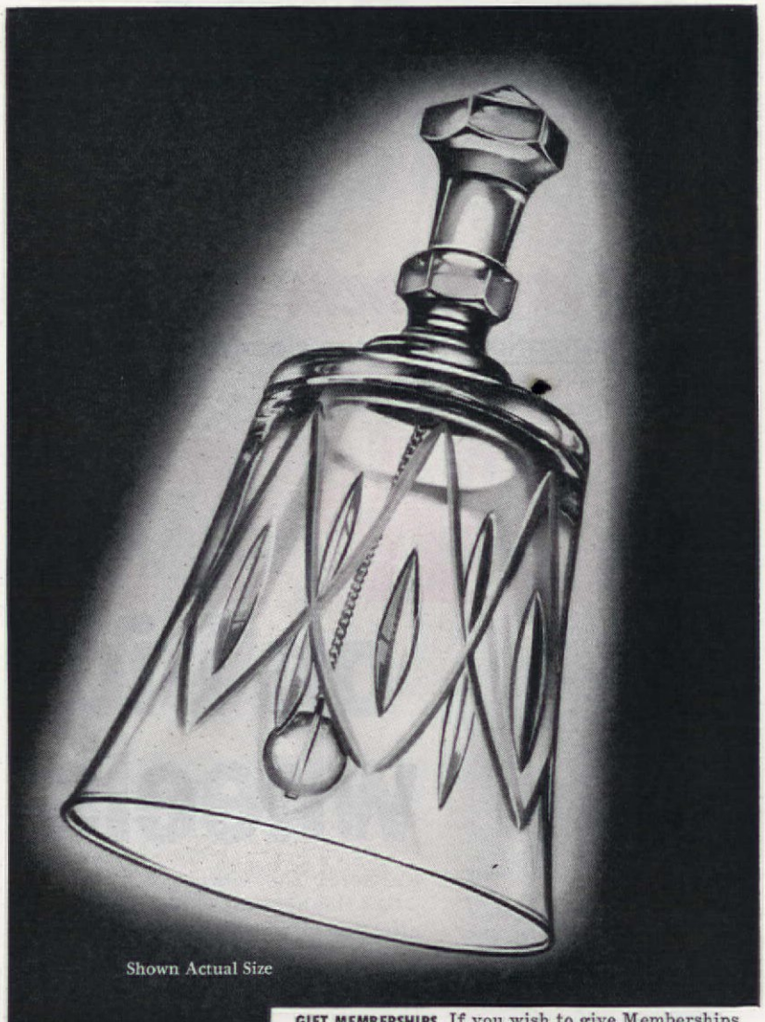
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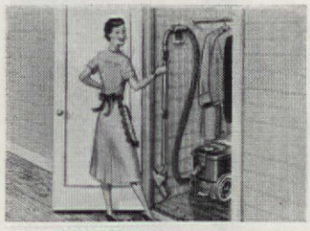
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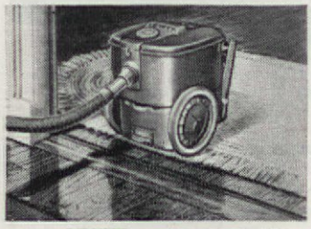
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Off Your Chest

A "FIND" IN TIME

Dear Editor:

Congratulations on your September "Find of the Month." It saved the day for me! I had some peaches left over from freezing, ripe and ready to go. Peach pie was decided upon, but I dreaded the long, messy job of making crust. I retreated to the living room with coffee and the new issue of "The American Home."

You've probably guessed the rest of the tale. I spotted the story on 30-second, electric mixer pie crust. New spirit arose. I marched into the kitchen, made two pies, one for dinner and one for the freezer, and was soon settled again in the living room with the September issue. Keep up "Find of the Month." I love the idea.—SHIRLEY MULAK

POETIC SOUND OFF

Dear Editor:

Those cute little line drawings of kitchen cabinets in "Off Your Chest," August, caused me to "sound off"—

Those there are who call us queer
For loving things of yesteryear—
Maple, cherry, hickory, pine,
Sturdy build and sparse of line.
Fashioned with both hand and heart—
Simple, homely, household art.

All these time-worn things we treasure
Bring us joy in generous measure.
And for a special added grace—
Birch logs in a fireplace.

These we cherish, and hope that you
Will someday learn to love them too.

—ANN LEWIS

GRANDMA HAD A PICNIC

Dear Madam:

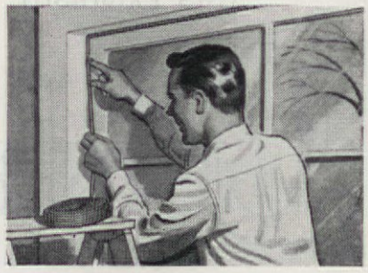
"Grandma" of the July article, "Vacation on a Shoestring," could not let the letter of Marie B. Nelson go unanswered. It *kinda* gave the impression that *her* group of Grandmas thought I had "some time!" with the small fry. Well, Marie, I had a delightful time!

I have six grandchildren, and all so different it is very interesting to see how they are developing. By having them without their parents I get to know them as individuals. . . . Youngsters keep one's outlook young. Let us hear from more grandparents who are staying young with the small fry.—MRS. M. ANNA WERNER

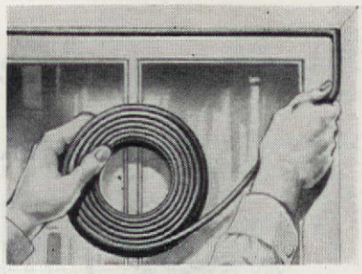


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Plan a family get-together frequently by Long Distance

Many miles may separate you from those you love, but you need never be far apart in thoughts and interests.

An especially good idea is to have a certain time each week for a family visit by telephone. The cost is small and it pays heart-warming dividends in peace of mind and happiness.

LONG DISTANCE RATES ARE LOW

Here are some examples:

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Call by Number. It's twice as fast.

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It is not true that Niccolò Paganini was a son of the devil, although audiences of his time were quite ready to believe it. One impressionable listener actually swore, following a performance, that he had seen a shadowy figure alongside the virtuoso. And Paganini, not one to pass up a good publicity stunt, once circulated a letter signed by his mother, in which she stoutly denied all charges of bedding with the Prince of Darkness. If susceptible music lovers of the 19th century liked to swallow such things, who could blame them? For Paganini's violin playing was like nothing they had even heard before, since his compositions were conceived with the primary aim of startling his hearers with new and brilliant technical devices. Clearly he was out of the ordinary, added to which his appearance made him a quite terrifying figure. "His long, black hair fell in twisted locks about his shoulders," wrote the poet Heine, "and formed a dark frame round a pale, corpse-like face, upon which trouble, genius, and Hell had graved their indelible marks." In any case, we have in the record-

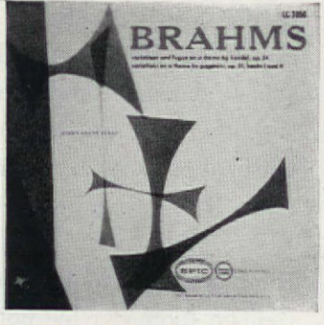


A Paganini Recital
Ruggiero Ricci, violinist, Louis Persinger, pianist
LONDON LL 1005—one 12-inch disc, $5.95

MEETING MR. PAGANINI HEAD ON



ROBERT BAGAR



ing of *A Paganini Recital*, with Ruggiero Ricci, violinist, and Louis Persinger, pianist, a sampling of the generous Paganini output: You will notice that the accent is on technique, and also that Paganini could write an excellent tune, tender and romantic, when he wished to.

In my opinion, Ricci does handsomely by the Genoese magician. The former wonder-child, now fully grown, has been doing some of the finest work ever, and here he accomplishes miracles of his own in the accurate delivery of fearsome passages, in the smoothness of his line and the spontaneity of his interpretations. The accompaniments of Louis Persinger, Ricci's teacher and most auspicious influence, are admirable. The *entente*—Paganini, Ricci, Persinger—is definitely one *cordiale*.

BRAHMS: *Variations on a Theme of Paganini*, Op. 35, Books I and II
Variations on a Fugue on a Theme of Handel, Op. 24
Abbey Simon, pianist
EPIC LC 3050, one 12-inch disc, $5.95

Variations on a Theme of Paganini, Op. 35
Charles Rosen, pianist
LONDON LD 9104, one 10-inch disc, $2.95

We have an opportunity to make some comparisons, thanks to a pair of recordings containing the same work. And again we come upon the name of Paganini, even if Brahms merely borrowed the

CONTINUED ON PAGE 137

Toughest Whitening-Test Proves BLUE cheer EVEN BETTER!



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NEW MAGIC IN CHEER'S BLUE-MAGIC WHITENER PUTS NEW WHITENESS IN YOUR WASH!

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cheer washes clothes so clean, so white YOU DON'T NEED BLUING OR BLEACH!

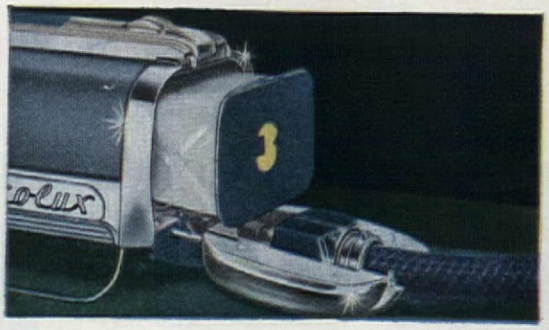
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Out pops the



1 Automatic "Brain" knows when cleaner should be emptied . . .



2 It stops the motor, opens the front and . . .



. . . don't buy any cleaner until you see the

Please be just a little bit selfish when it comes to choosing a new cleaner. After all, when you pick your most important housekeeping assistant for years and years to come, you owe it to yourself to pick the best worker. And how do you do that? Well, just see the New Automatic Electrolux® Cleaner . . . try it in your own home.

Give it any test—the tougher, the better. Try it on deep-pile rugs, thin-pile rugs, linoleum, bare floors and find out how this new Electrolux Cleaner cleans them all *cleaner* than you ever dreamed possible!

But let's take a real tough one—cotton-loop rugs. A special Electrolux attachment, the Tuftor®, makes cleaning these rugs not only possible but easy. And take your many other jobs—your walls, cornices, draperies, blinds, upholstery, shelves, mattresses and springs—in fact, check off your cleaner's chores from attic to cellar and you'll have the very list the Electrolux Cleaner was designed for.

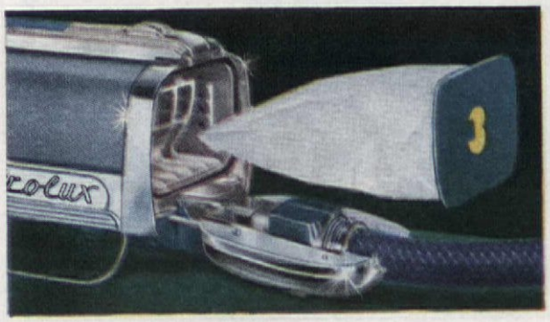
Your own home tests of this remarkable Cleaner will tell you that here truly is the best "worker" you could possibly pick to help around the house!

When the Electrolux man comes to your door, invite him in

Your Electrolux representative is a bonded local man who sells only guaranteed Electrolux products. He will spend as much time with you as is needed to let you try the new Electrolux Cleaner in your own home and find out how its dozens of uses can make your life easier. For his free demonstration, phone your authorized Electrolux factory branch or write to Electrolux Corporation at the nearest address below. Liberal terms . . . trade-in allowance.

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dirt! wrapped, sealed and sanitary



3 Out pops dirt, automatically—all wrapped, sealed, sanitary.

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- Gets deep-down dirt quicker with concentrated high-speed air stream
- Makes rug shampooing quick, easy
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Here's the self-sealed bag containing the dirt, yet it's so dust-free you could toss it on a white tablecloth! No lever . . . no button . . . it's automatic!



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It's surprising how easily and economically you can turn wasted attic or basement areas into extra living space with Armstrong's Temlok® Interior Finish. By simply applying Temlok Tile and Plank to the ceiling and walls, you build, decorate, and insulate in one easy application.

Temlok is a low-cost wood fiber building material designed for fast home installation. It's easy to build with Temlok because a special Lok-Bevel joint on both Tile and Plank assures neat-looking joint lines, speeds nailing or stapling. You save painting cost and effort because Armstrong's Temlok Tile is attractively prefinished in White or Light Ivory, Armstrong's Temlok Plank is prefinished in a random "Suntan Blend." What's more, Temlok's insulation value helps keep your new room comfortable all year round.

Take a sketch of your remodeling plans to your lumber dealer and let him show you how to build and save with Armstrong's Temlok Interior Finish.



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ARMSTRONG'S TEMLOK

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Neighbors

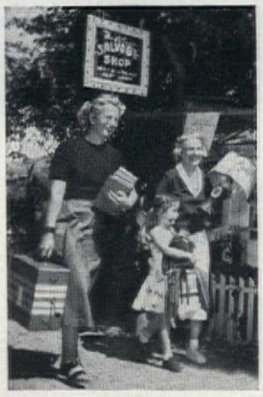


Good New "Ism" in California

LOUISE TEATHER

There's a new "ism"—a good one this time—in California. It's Communityism. The word was coined to describe the spirit behind an enormously successful experiment in community co-operation in the neighboring towns of Belvedere and Tiburon. There, the members of four separate organizations, with individual ideas, aims, even different religions, work together to operate a very profitable business—the Village Salvage Shop. It pays each organization a steady income of around $100 a month. Schools, churches (Protestant and Catholic), and the local recreation center share the profits.

Belvedere and Tiburon are commuter towns 15 miles from San Francisco, across the Golden Gate Bridge. Because of the population boom of the area, old ideas of fund-raising had to be abandoned. Benefit affairs couldn't be scheduled haphazardly, because there were more organizations demanding their share of attention. Mrs. Robert Bastian, energetic finance chairman for St. Stephen's Guild of St. Stephen's Episcopal Parish, had an idea. "Why not get together?" she asked the members of her group and others. "You want to make money, and so do we. Let's start a salvage shop that we can operate together, and split the profits."



Mrs. Bastian, with enthusiastic help from Mrs. Howard I. McGill, who had managed a local Red Cross salvage shop during World War II, organized a steering committee, and the three largest organizations besides St. Stephen's Guild were asked to take part and to appoint two representatives to the committee, which became the governing board of the shop. St. Hilary's Women's Club, local Catholic Church auxiliary, was first to accept. Reed Mother's club, local equivalent of PTA, was next, and then followed Southern Marin Recreation Center, an organization dedicated to the recreational needs of the area. Skeptics doubted if St. Stephen's and St. Hilary's would get back the $50 each advanced toward launching

CONTINUED ON PAGE 18



Lawson style Hide-A-Bed $299.50 as shown in blue floral matelassé. Also in red, gold, dark green, gray and sage (see swatches below). This model as little as $239.00 in other fabrics.



Hide-A-Bed Sectionals for corner or wall arrangements with lamp table in between. Together they make extra-long sofa. Charcoal tweed. Also green, russet, olive, old gold. $239 each.



Modern channel arm Hide-A-Bed in metallic tweed. Choice of colors—old gold (shown above). Also available in green, brown and charcoal. $299.50 full size. $289.50 twin size.



Hide-A-Bed sofa and Beautyrest mattress made only by SIMMONS the greatest name in sleep

Only Hide-A-Bed® offers the extra value of a Simmons mattress *at no extra cost!*

Remember this! The Hide-A-Bed sofa, an invention of Simmons, can be imitated . . . *but never equalled.*

No other sofa-bed offers a choice of Deepsleep* mattress . . . or famed Beautyrest* only $20 more. *Both* are longer, wider, thicker than the usual sofa-bed mattress.

Hide-A-Bed is an investment that avoids substitute quality. Many sizes and fabrics. Thirty styles.

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All-steel frame. Some sofa-beds have a wood frame. But Hide-A-Bed has an all-steel frame built for a *lifetime!*



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8 new colors to brighten your home



Setting by Lord & Taylor, New York



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BROWN



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Call your Bell telephone business office for details.



GRAY



BEIGE



RED



IVORY

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WALL TELEPHONE: in rich ivory, trimmed in chromium. Takes up no working space. The ideal additional telephone for kitchen and workshop; hall or rumpus room.



LIGHT-UP DIAL TELEPHONE: The dial is illuminated as soon as the handset is picked up. Easy to dial in dark or dimly lit rooms — bedrooms, nurseries, sickrooms, halls.



VOLUME CONTROL TELEPHONE: for easier hearing in noisy places. Control lets user increase volume as required. A boon for many people with impaired hearing.



SPRING CORD: lessens tangling, catching on furniture. The built-in curl pulls out easily — springs back into a short convenient coil. In ivory, gray, brown, black.



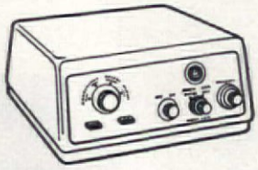
PLUG-IN TELEPHONE: plugs into outlets on patio, sleeping porch, shop — as *additional* telephone for occasional use. Also permanent extensions wherever you wish.



CUT-OFF SWITCH: pulling up the special knob temporarily cuts off extensions on same line, so no one elsewhere in home or office overhears your conversation.



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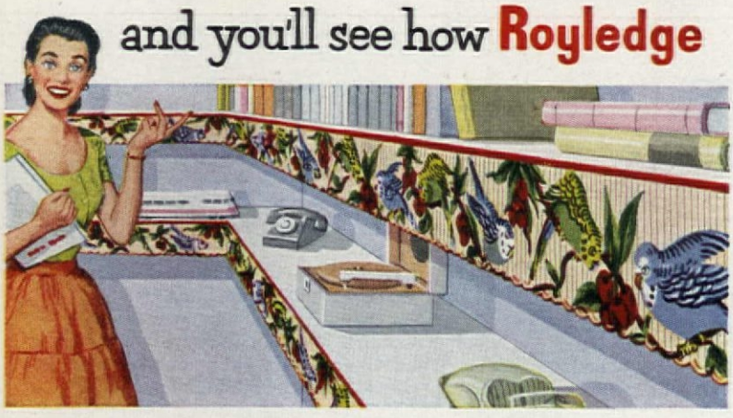
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DESIGNED FOR **Royal** LIVING EVERY DAY!

Royal Lace Paper Works, Inc., B'klyn 1, N. Y. (A Subsidiary of Eastern Corp.)

Good New "Ism"

(Begins on page 14)

the enterprise. How wrong they were! They got back their $50 the first week, and have been collecting dividends on the investment ever since.

An ideal location was found just off Tiburon's main street, on the way to Belvedere. It's a modest white cottage, with three 12-foot-square rooms, and hardly enough space for the wonderfully varied stock of secondhand merchandise. Co-operative Landlord Johnny Meenan has promised to build another room at back for sorting and marking. During the first two years, the shop netted $10,000 and everybody in town brought salvage, then stayed to buy things others had brought. Customers came from all over the county and even from San Francisco—needy families, antique hunters, people just looking for a bargain. When expenses were deducted—rent, insurance, incidentals—each group received dividends totaling $2,500. No one—not even those former skeptics—can think of a better or easier way to make money. Not only that; it's fun!

Bylaws of the shop forbid any restrictions on how the money is spent, but the organizations love to tell. The church groups place their monthly checks in their building funds, the parents' club has provided the school with phonographs, musical instruments, a special encyclopedia, mimeograph machine, and children's concert series. The recreation center uses its share to buy playground equipment.



Shop operation is strictly on a volunteer basis, and nobody gets paid. It is open every day of the week, except Sunday, from 10 A.M. until 4 P.M. Each day's staff consists of four workers, two in the morning and two in the afternoon. The morning staff opens up and stays until one o'clock, and the afternoon workers take over until closing time—the four groups take turns at staffing, a week at a time, and each has a chairman to sign up workers. The managing committee spends three mornings a week sorting and pricing, and frequently dreams up some good merchandising ideas, such as the fashion show last year, with all clothing from the shop.

The shop also serves as a source of cheaply priced but good clothing to buy for overseas shipment; it contributed several hundred pounds of warm clothing to a drive for Korea. Once a month, the managing committee weeds out surplus articles to make space for the constant flow of new merchandise, and calls the Good Will truck from San Francisco to take it away.

It was the *Pelican*, the local newspaper, which coined the word "Communityism" to describe the spirit behind this little shop that does such a Big job. "This," added the editor, "is an 'ism' we like." Don't you?



Besides basic merchandise of cl... "white elephants" selling from a dime... has handled antiques, fine china, sterling silver, po... flowers and plants.



This Christmas, give them fun for life with a Hammond

Wonderful things happen when your family finds a Hammond Organ next to the tree Christmas morning.

With a Hammond, you'll discover that music can be *fun*. It's like having a whole orchestra at your fingertips. You can play any piece with dozens of different, thrilling instrumental effects.

Not only that, you can match your music to your moods as never before. For only Hammond has the Harmonic Drawbars that give you thousands of beautiful tones and variations at the flick of a finger!

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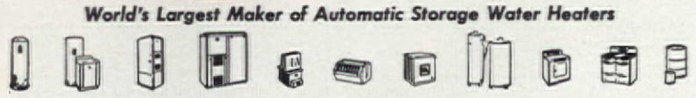
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Watch Out for the TREE QUACKS



JOHN M. HALLER
as told to Jack M. Swartout

All over the country, you will find men who call themselves "tree experts" but who actually are expert at only one thing—fleecing the unwary homeowner. And that isn't all. Besides getting your money through fraud, they all too often injure or even kill the trees they are paid to save from insects, disease, etc.

Why is this? And what can you do to help run these quacks out of business—which is what all reputable tree men desire? First of all, it is easy for them to flourish. Tree surgery, though an art and a science, is not yet generally recognized as such and controlled by such regulations as affect doctors, lawyers, and other professionals. Although a very few states—Connecticut and New Jersey among them—provide for licensing qualified tree surgeons or "arborists," in most places anyone can use those titles, have some cards and impressive billheads printed, and solicit business. Also, few homeowners are able to evaluate either the claims or the methods of unscrupulous workers—who may be just as dangerous because of ignorance as by design. Often a fraud becomes evident only when the treated tree dies (perhaps unnecessarily)—by which time the "expert" has moved on to pastures new. Tree quacks are great travelers—because they cannot well afford to stay long in one place.

Potentially, homeowners are not only victims of tree quacks, but also the most powerful weapon that can be used against them. To put that weapon to work, you must learn how to tell a quack from a competent, trustworthy tree man, and you must refuse to let him set foot in your yard or touch your trees. Here are some ways to tell whether a tree expert is qualified and dependable:

1. Be suspicious of itinerant, door-to-door solicitors of business, especially those who claim to have already diagnosed your trees' troubles ("just in time to save them for you"). Reputable tree men usually have a permanent location and address in your community or nearby, get their business through legitimate advertising or the testimonials of satisfied clients, and don't have time to go around drumming up trade.

2. Before you employ a tree man, check up carefully by consulting your municipal forester or tree warden (if any), your County Agricultural Agent, your Chamber of Commerce. Better Business Bureau, etc., or a well-known nurseryman or professional gardener in your vicinity.

3. Insist upon seeing his references or credentials; then scrutinize them carefully, and make sure that such credentials, too, are genuine.

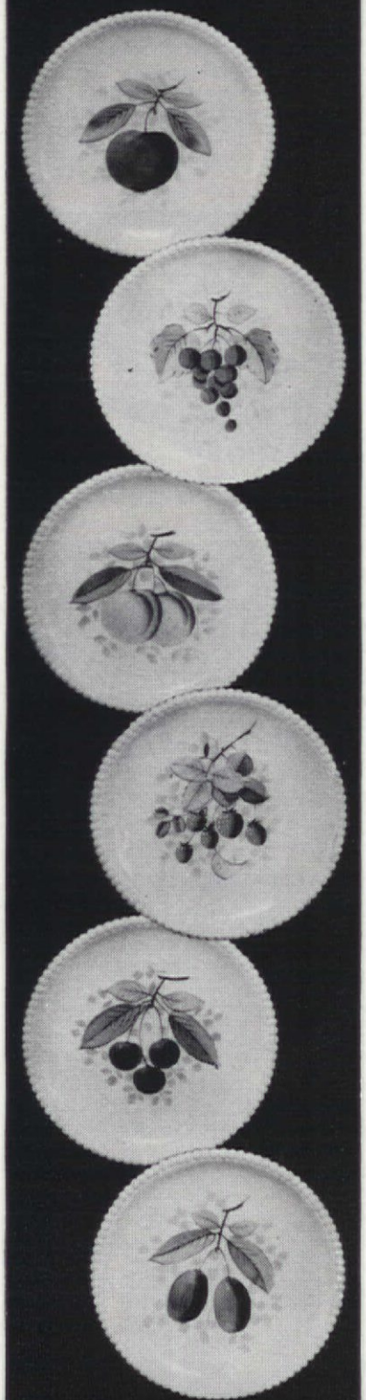
4. Listen carefully to the solicitor's "sales talk" and, unless you are sufficiently well informed to judge it, put him off for a few days while you look into his statements and verify his claims by consulting a local authority or a standard book on the subject. (If he doesn't come back—good riddance.)

5. Remember that no reputable tree man will absolutely and positively guarantee to cure a sick tree, whether by "magical, secret potions" or otherwise. He can't any more than a doctor can guarantee to cure a cancer patient or one about whose ailment he actually isn't, and cannot be, certain.

No less important than a skeptical attitude (until you are sure

CONTINUED ON PAGE 21

America's Finest Handmade Milk Glass



Westmoreland's hand painted fruit designs on handmade, coupe shape, 7-inch salad or dessert plates in the old "Beaded-Edge" Pattern, make a most useful and acceptable gift.

Send 10c in coin for Reproduction Booklet.

WESTMORELAND
GLASS COMPANY
GRAPEVILLE, PENNSYLVANIA

Tree Quacks

(Begins on page 20)

of a tree man's qualifications), is a realization that, in this as in any field, real expert work is worth whatever it costs. Yet long experience as a tree surgeon leads me to believe that, in general, homeowners are more afraid of being overcharged for good work than of being cheated by poor or fraudulent work. Mostly, they insist upon being quoted a flat contract price for the kind of job that is almost always hard to estimate with any exactness; and then are all too ready to give the job to the lowest bidder, without bothering to ascertain his qualifications. Make no mistake: a markedly low bid almost always means inferior work and skimping wherever possible, if not downright misrepresentation. And indeed, even a reputable worker is not going to do as good a job if forced to bid low as he would do if allowed to use his knowledge and skill properly and freely. As a business man, he gives what he is paid for, and can do nothing else.

My experience has also convinced me that the most profitable (for the homeowner) course is to hire a tree surgeon or expert on a so-much-per-hour basis, but after, of course, securing an estimate of the probable over-all cost. Beware the "expert" who is reluctant to give one, and evasive as to what he proposes to do.

In short, do all you can to make sure of the man's competency and honesty before you employ him, then meet him half way with respect to how he shall do his work and on what basis. If you value your trees, then they deserve the best you can give them—first through your own care, and then through your willingness to pay for expert attention when needed.

Does this sound like theory unsupported by evidence? Perhaps a few instances that have come to my notice will convince you that it isn't.

Tree quacks, being characteristically averse to the hard labor of pruning, climbing, etc., like to "specialize" in insect and disease control. A client for whom I had done some work telephoned me that: "A gentleman was just here who told me that my trees are full of borers. I want to know why you didn't get rid of them when you were here."

"Did he show you any of the borers?" I asked her. "Well, no," she replied. "But he showed me where they were, deep inside the trunks out of sight."

I knew it was most unlikely, but I went out, made a thorough inspection, and found absolutely no evidence of borers. "Tell me," I said, "Who was this man? Where did he come from?"

"Why, I don't know. But he had

CONTINUED ON PAGE 130

How I retired in 15 years with $250 a month



"Sometimes I have to smile. It's hard to believe that I'm retired today—retired with a life income. You see, I never had more than my salary, never inherited a dime, or even had luck in business! Yet a check for $250 a month arrives on the dot. And I'm my own boss for keeps!

"I left the office two years ago. And when I explained how I was doing it, at only 55, more than one of my friends said he wished I'd told him years before. He'd be retiring, too.

"There's only one secret. Back in 1938, when I was 40, I had saved a little money. So I went into partnership with a friend. It didn't work out. But it was a most profitable investment. It showed me that there was no easy way for *me*, with *my* limited experience, to make a lot of money.

"Shortly after that, I read an advertisement of a modern way for people of moderate means to retire. It didn't call for any great capital. It simply required fifteen or twenty working years ahead. My family was protected with life insurance from the first day I took out my plan. (Better than any ordinary savings method!) And the income was guaranteed—each month, every month, from the day it began as long as I lived. The plan was called the Phoenix Mutual Retirement Income Plan.

"The ad offered more information. So, I mailed in the coupon. It brought a booklet describing the various plans.

"Soon after, I applied and qualified for a Phoenix Mutual Plan. And from that day on I've honestly felt like a rich man. Because I knew I wouldn't just simply live and work and die. I had a future I'd really enjoy . . . And that's what I'm doing today—with many, many thanks to my Phoenix Mutual check for $250 a month that means financial independence for the rest of my life."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $10 a month to $3,000 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off. Send for your copy now.

ESTABLISHED 1851
PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
982 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."

Name_____
Date of Birth_____
Business Address_____
Home Address_____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
982 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.

Name_____
Date of Birth_____
Business Address_____
Home Address_____

COPYRIGHT 1954, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY

ORDER BY MAIL FROM SPENCER!

REAL LIVE MEXICAN BURROS!

The Gift of A Lifetime for Any Youngster!



From South of the Border comes this soft-eyed gentle little pet of all Mexican children, and the hard-working friend of their parents . . . to make Christmas this year unforgettable for your youngster! You'll be the talk of the town! Everyone will want to pet your Burro.

What years of pleasure this real, live Mexican Burro will bring you and your children. Loveable, huggable, long-eared, extra tame, extremely intelligent. Friendly to other animals. Easily hitched to a small cart. Economical to raise. Eats anything—straw, hay, alfalfa, corn, oats, grass, bread, etc. Hardy, select specimens—sound, well-fed, clean.

When fully grown at about 2 years, they stand about 43" high (size of a large dog) and weigh about 200 lbs. Live up to 25 years. Thrive in any climate.

Send check or money order for amount of burro now. Burro will arrive about 5 weeks from time we receive order, unless otherwise specified. Comes uncrated, with food and water for the journey, by Railway Express, collect, F.O.B. Laredo, Texas. You pay express charges of $20 to $40 on arrival. Mexican and U.S. duties already paid. Sorry, no exchanges or refunds. Dipped and U. S. Gov't inspected before shipping. *Guaranteed live delivery in their natural born colors.*

Baby—For children up to 5 years (3 mos. old—38" high—50 lbs.) FEMALE **$95** MALE **$85**

Youngster—For children up to 10 years (7 mos. to 1 yr.—40" high—100 lbs.) FEMALE **$95** MALE **$85**

Mother and Baby (Total weight about 200 lbs.) .....Pair **$175**

Male and Female (For breeding) .....Pair **$180**

Female in Foal **$155**

Saddle—Handmade in Mexico, genuine leather **$75**

Bridle **$15**



MESS LESS PET

Folks will squeal, women will scream, it's so real! He's a finger puppet, but don't tell! Quick animated movements make the mouse appear VERY MUCH ALIVE! Soft white fur mouse with beady eyes, the answer to anyone that wants a pet, but doesn't want the bother of a live one. More than a puppet, he'll sit up, nibble, beg to YOUR command. Extra mousey! **59¢** each ppd. 2 for **$1** ppd.



REAL LIVE BABY ALLIGATOR

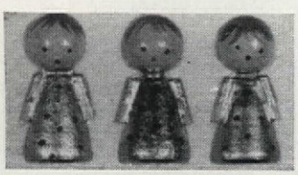
This harmless, amazingly entertaining creature is a really surprising gift! Will growl, hiss, bark and swish his tail for attention. May even be trained to laugh and sing, alligator style! Very tame. Requires no care except warmth and regular feeding. Fish is favorite dish. Also eats meat, earthworms, etc. About 15" long on arrival. Grows a few inches a year. Weighs about 50 lbs. measures 5 ft. when mature. It will be a real traffic stopper! Sorry, no refunds or exchanges. *Live delivery guaranteed*—Allow 15 days. Only **$4.95** ppd.

CHRISTMAS RIBBON SPECIAL

Less Than 1¢ A Yard



One hundred yards of finest quality satin ribbon. Two huge bolts in any two colors of your choice to tie lavishly in big bows on gifts the year 'round. Heavy satin ribbon, the kind that costs 6¢ a yard in the stores. Wonderful for corsages, gifts, party favors or hair ribbons. RED, GREEN, white, pink, silver, antique gold, yellow, medium blue, rose, orchid, pastel green, royal blue. About ½" wide. Specify any two colors. Set of TWO 50 yard bolts (total 100 yards), 300 feet..**95¢** ppd.

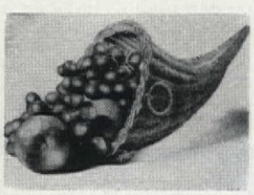


30 LITTLE GOLDEN ANGELS

Handmade—Imported From Italy!

Thirty of the dearest little golden angels you've ever come across! One inch tall. Hand made Italian import, hand painted, but with a smooth back. You paste them on Christmas gifts and cards. (Paste them on a bouffant skirt for a holiday flair!) A most unusual decoration for your gifts and cards. Makes them outstanding. Set of 30 little golden angels. **$1** ppd.

IMPORTED CORNUCOPIA . . . . THE HORN OF PLENTY!



Fill it with fruit, flowers, holly or gay Christmas ornaments and let it highlight your holiday table! Made of sweet, strong willow reed, natural color. Two small feet on bottom for support, a ring on the side so it may be hung on the wall with greens. Size 12¼" long, 6¼" opening. Only.....**89¢** ppd.



DOZEN DOLLIES

Made In Italy—Each Different

How to make a little girl happy! Twelve imported unbreakable dollies to add to her doll collection. Petite dolls, each three inches tall with pretty little hand painted faces, imitation hair and hand-sewn dresses. Twelve different personalities, each with different colored dress, bandana and hair. Movable arms and legs. Imported from Italy. Complete set of 12 Dollies in a box for .....**$2.95** ppd.

ORDER NOW FOR CHRISTMAS

Send check or M. O. No C.O.D.'s or Stamps Please

Send for Big FREE CHRISTMAS Gift Catalog

SPENCER GIFTS, 904 Spencer Building, Atlantic City, N. J.

the AMERICAN HOME

Welcome to the Market Place! Merchandise, except personalized items, may be returned within seven days for a refund of the full price. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s.



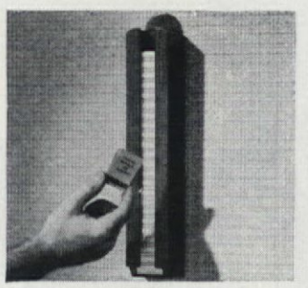
WE COOKED FOR A DOLL FAMILY quite some time ago on a tiny range just like this, and the real thing stood in our grandmother's kitchen back in the shadows of our memory. Any little girl would love one, of cast iron 9 x 8 x 5" over-all finished in black with a set of 5 utensils $4.95 ppd. (Add 50¢ W. of Miss.) New England General Store, Dept. AH-1, Plain St., Millis Mass.



YOU'LL BE MISSING THE KISSING if you forget to order mistletoe for the holidays. So send now for over two pounds, with big pearly white berries in a white Christmas-decorated box. Shipped December 10th to 15th to arrive fresh from Oklahoma where it is the state flower. The rest is up to you. $2.95 ppd. Cherokee Traders, Dept. A-6, P. O. Box 7295, Oklahoma City 12, Okla.



THE BUTLER'S WHISKER. A handy nylon and lucite brush disappears into the bottom of this handsome crested Silent Butler of heavy silver plate with a walnut handle which makes it wonderful for whisking the crumbs from your double damask. Also empties ash trays and brushes up ash strays. 6" across. $10.95 ppd. (tax incl.) Bodine's, 444-A Belvedere Ave., Baltimore 12, Md.



GOT A MATCH? A handsome pine Match Bar for your wall dispenses 50 books of them, either monogrammed or with the words THESE DID BELONG TO THE *(Family Name)* printed in silver or black on red, blue, green, or white. Nicely finished in antique pine, 13" high. This answers a lot of question marks on our gift list. $2.95 plus 35¢ shipping. Krebs, Dept. AH, Westerly, R. I.



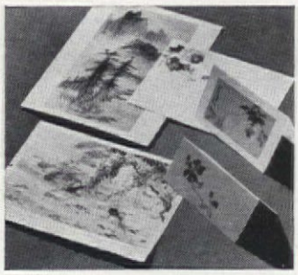
WE'RE PICKING FRUIT dishes for jams and jellies, or individual portions of your special fruit compote. About 4½ x 5", shaped and colored like a pineapple, strawberry, or peach, with matching china-handled stainless steel spoon (or spreaders), they look good enough to eat. Each $2. Set of three assorted, $5.50. Ppd. Merrill Ann Creations, 102 AH Warren St., New York 7, New York.

market place



HELEN DE MOTTE

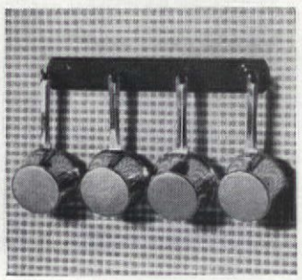
Photographs by F. M. Demarest



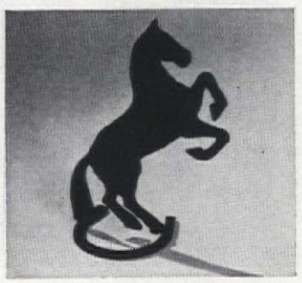
FOR THANKS GIVING and other special correspondence, a collection of five boxes of distinctive paper and cards decorated with carefully selected water color prints in the Chinese manner. Assortment includes a box each of Notettes, Letterettes, Gift Enclosures, Four Seasons Cards, and Place Cards. All for $4 ppd. Kien Chung Tea House, 103 Professional Building, Weston 93, Mass.



OUR STAMP OF APPROVAL goes to a cute 3″ ceramic Santa who rubber stamps "Season's Greetings" on your letters, envelopes, invitations. You'll want to send one to the secretary of your club for Christmas, put one on a big boss's desk, and pop one into each child's stocking to use on their thank-you notes. $2 ppd. Greenland Studios, 5858-A Forbes Street, Pittsburgh 17, Pa.



PETIT PIPKINS. A lady with a copper mind will enjoy this row of miniatures until the real thing comes along. These sweeties are 1¾″ (exclusive of handle) and tin-lined so that they can be used for melted butter (say for artichokes), sauces, etc. The four of them hang brightly on a 6½″ black wrought-iron bracket. Set, $2.50 ppd. Art Colony Ind., 11 University Pl., N.Y.C. 3.



STABLE DOOR. Stand a spirited iron horse on guard to keep a door from banging closed at the whim of the wind. This silhouetted charger rears 15″ high on a large horseshoe base, so he will bring luck to a household in addition to acting as a doorstop. A good gift for your own or a friend's home for Christmas. Dull black. $5.95 ppd. Horseshoe Forge, 2 Muzzey St., Lexington 73, Mass.



CHRISTMAS CARD INDEX provides a permanent file of your Christmas card list. A gay green metal file box gayly decorated with Christmas symbols holds an alphabetical index and 100 printed cards for recording names, addresses, and a year-to-year check list of cards sent and received. 5¾ x 3½ x 3¼″. $1.50 ppd.. Refills of 50 cards, 25¢. Zenith Gifts, 55-K Chadwick St., Boston 19, Mass.

grand gifts from green gables!

MASKS of COMEDY and TRAGEDY



Spirit of theatre is caught in these dramatically decorative off-white crackleware masks. Easy to hang, each is 7½″ high x 4¾″ wide. A fabulous gift! #362. $3.95 the pair, ppd.



Classic Beauty To Charm Your Home

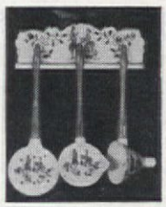
A pair on the mantel as formal as the wedding march will doff their lids to hold a gay bunch of daisies from your garden . . . or use them as candy jars. A black glass beauty—white chromo-veiled for added interest! Decorative, practical, unique. Measures 11″ to top of lid. Also in white hobnail milk glass. #360. $2.95 ea., ppd. $5.50 per pair. State choice of color.



SIAMESE KITTENS *and the rest of their family, too!*

Everyone gapes in amazement as these kittens grasp on to any rim "for dear life." Baby kittens try to imitate big brothers! Authentically colored fine china even to bright blue eyes. Large kittens are 7½″ high. #220. $1.50 each. $2.98 pair, ppd. (Brandy Snifter $1.95 additional.) #222—Baby kittens *and* glass, $1.95 complete.

PLAQUE MAGIC



As bright as another window in your kitchen! Useful, practical, and decorative pottery strainer, ladle and funnel! They hang from 6″ wooden handles. Gayful hand painted design, glazed for permanency. Ideal gift. #214. Only $1.98, ppd., complete.



GOING! GOING! GONE! CIGARETTE DISPENSER

A new, improved version of the most popular gift we've ever shown. Hang it in a handy spot—it'll hold a full carton (regular or king size), dispense a pack at a time. Does away with awkward cartons in the drawer. Beautifully made of Vermont pine, smoothly finished. Amusing, bright red design gives pack by pack count of how many are left. #433. Only $1.50, postpaid.

MADRAK

For Magazines and Papers



All-purpose rack for use in living room, bedroom, bath, etc. Keeps magazines or papers in easy reach. Excellent for phone books, storing paper bags in kitchen. Sturdy metal with latticed front. Measures 12″ x 12″ x 4″. Choice of 5 colors: White, Pink, Dark Green, Yellow, Jet Black. #488. Only $2.95 postpaid.



Flowerbed BIRD BATH

Green ornamental iron base with porcelain enameled rust-proof bowl. Push stake about 8″ into ground and 16½″ bowl snaps into top base. Stands 28″ above ground. #377. $4.95 plus 50¢ post.

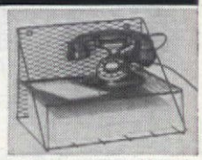
Amazingly Lifelike

CERAMIC ROOSTERS



So life-like you can almost hear them crow! Strutting roosters—beautifully hand-painted. Ideal for decorating cable, desk, etc. 6½″ and 8½″ high. #499. $2.75 the pair, postpaid.

Wrought Iron TELEPHONE SHELF



Handsome black wrought-iron utility shelf holds telephone, books, memo pads, pencil — all in one easy-to-reach, easy-to-use place! Measures 10″ x 10¾″ x 13″. Install easily in minutes. #498. $2.98 plus 35¢ postage.



"Coal Hod" CIGARETTE SET

In Victorian days coal hods like this sat next to the fireplace, but today we just keep cigarettes (or toothpicks) in these charming, Dresden-type miniature reproductions. 4½″ tray, 4″ urn are bone white china, flower sprigged and golden edged. Wonderful conversation piece. #494. $1.50 a set. $2.75 a pair, ppd.



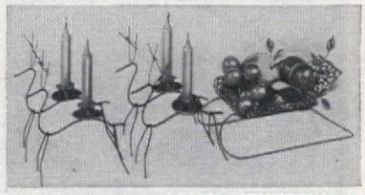
SANTA'S REINDEER

Rudolph (nose and all) turned green with envy when he saw this handsome fellow. He's so smooth in his lovely, velvety coat! 18″ tall, he's made of inflatable rubber. The children will adore finding a pair under the tree this Xmas. #242. $2.00 ea. $3.95 a pair, postpaid.

The Real MACAW



Perch this colorful, ceramic parrot in your dinette, kitchen or porch! He makes a delightful planter—brightens any dull spot while he swings on his brass ring! About 10½″ from head to tip of tail feather. Be careful what you say—he may repeat it! #496. Only $2.98 complete, postpaid.



Wrought-Iron SLEIGH CENTERPIECE AND CANDLE HOLDER

Here come Santa's happy reindeer pulling his newly-designed 10½″ x 5½″ black wrought iron sleigh right down the center of your table! Fill it with goodies; a wonderful center-piece for Christmas—for any time of the year. Four reindeer, each 7″ long, candles and sleigh — complete. #246. Only $2.95 plus 25¢ postage.

FREE — *beautiful gift tie ribbon with every order!* No C.O.D.'s please. Money back if not delighted. Send for thrilling NEW gift catalog —it's FREE!

Green Gable Gifts, Dept. AH-11
1554 Third Ave., New York 28, N. Y.

Please send the following. I may return anything within 10 days for full refund if not delighted.

ITEM NO.	ITEM	PRICE

I enclose $.....in full payment.

Name.....

Address.....

City.....Zone.....State.....

☐ Send me FREE Gift Catalog.

GIFT INSTRUCTIONS

We will be glad to ship your gift orders directly. Just list your instructions on a separate sheet and we will take care of everything! Xmas delivery guaranteed on every item ordered.

Green Gable Gifts

Dept. AH-11 1554 Third Ave., New York 28.

STOP PAYING 89c EACH FOR SONG PARADE RECORDS!

NEW "Closer Grooved" 78 R.P.M. RECORDS
THIS WEEK'S 18 SONG PARADE HITS
WITH DEAN MARTIN AND OTHERS

Now! 6 Complete Hits on 1 Standard Speed 78 Record or 45's

FOR 17c EACH!

COMPLETE SET OF 18 FOR $2.98

STARRING DEAN MARTIN of THE DEAN MARTIN-JERRY LEWIS TEAM, JEFF CLARK Formerly of the LUCKY STRIKE HIT PARADE and ARLENE JAMES of NBC-TV, THE INTERNATIONALLY FAMOUS STAN WOOD.



New Improved Record (Closer Grooved) — Old Style Record (Grooved Too Far Apart)

NOTE THE OLD STYLE RECORD has only one song on each side. The New Improved record has closer grooves with three complete songs on each side. The closer grooved record puts over 10,000 inches of grooves on each side. You get 3 complete hits on each side.

AMAZING NEW RECORDING PROCESS puts grooves closer together. You get 10,000 inches of grooves on 1 ten inch record! You get 3 Song Parade Hits on each side—Recorded by the famous Dean Martin, and Jeff Clark of the Lucky Strike Hit Parade and Stan Wood of World Wide Fame! and others—3 complete Lucky Song Parade Hits on each side! You save $13.04. You pay only 17¢ a song. Only $2.98 for all 18! You hear 3 songs without having to change the record!

MAIL NO RISK COUPON TODAY!

BETTER VALUES CO., Dept. 482
318 Market St., Newark, New Jersey

☐ Rush the 18 Top Smash Hit Songs starring Dean Martin, Jeff Clark and Arlene James, Stan Wood and a supporting cast on 3 break-resistant vinyl records. I enclose $2.98, send postage prepaid. (I save 90c by sending full $2.98 payment with my order.) I may keep any six songs and only return 12 for refund if not satisfied.
☐ Send 78 R.P.M. speed.
☐ Send 45 R.P.M. speed.
☐ I enclose $2.98. Send the 18 Hill Billy's.
☐ I enclose $2.98. Send 20 Country Hymns.
☐ I enclose $2.98. Send 18 Christmas Songs.
☐ I enclose $2.98. Send the 46 Children's Songs.

NAME.....
ADDRESS.....
CITY.....STATE.....

☐ **18 HIT PARADE SONGS BY DEAN MARTIN AND OTHERS ONLY $2.98**

1. If I Give My Heart to You
2. Oop, Shoop
3. Skokiaan
4. Sh-Boom
5. The Little Shoemaker
6. The High and the Mighty
7. Hey There
8. In the Chapel in the Moonlight
9. They Were Doin' the Mambo
10. Papa Loves Mambo
11. I'm a Fool to Care
12. Fortune in Dreams
13. Am I a Toy or a Treasure
14. Mama, Don't Cry at My Wedding
15. Smile
16. Oh! Marie
17. I Need You Now
18. This Ole House

☐ **20 HILLBILLY HITS ONLY $2.98**

1. Hep Cat Baby
2. You Can't Have My Love
3. Place for Girls Like You
4. This Is the Thanks I Get
5. What'ch Gonna Do Now
6. Don't Drop It
7. Out Behind the Barn
8. Goodnight Sweeheart, Goodnight
9. I Don't Hurt Anymore
10. Sparkling Brown Eyes
11. Even Tho
12. Go Boy, Go
13. Looking Back to See
14. Rosemarie
15. Courtin In the Rain
16. My New Love Affair
17. One By One
18. Cry, Cry Darling
19. Honky Tonk Girl
20. Thank You for Calling

☐ **20 COUNTRY HYMNS ONLY $2.98**

1. Rock of Ages
2. Beautiful Isle
3. When They Ring Those Golden Bells
4. My Friend
5. As Life of a Flower
6. The Touch of God's Hands
7. Invisible Hands
8. Let the Spirit Descend
9. Home of the Soul
10. A Pretty Wreath for Mother's Grave
11. Stormy Waters
12. Glory Land March
13. Just a Closer Walk With Thee
14. I Can't Help What Others Do
15. I Know Who Holds Tomorrow
16. Mansion Over the Hilltop
17. The Family Who Prays
18. Too Much Sinning
19. Suppertime
20. The Lord Will Make a Way Somehow

☐ **18 CHRISTMAS SONGS—$2.98**

1. Sleigh Bells
2. Jingle Bells
3. White Christmas
4. I'll Be Home for Christmas
5. Silent Night
6. Adeste Fidelis
7. Winter Wonderland
8. Happy Holiday
9. All I Want for Christmas
10. I Saw Mommy Kissing Santa Claus
11. 'Twas the Night Before Christmas
12. Let It Snow
13. Santa Claus Is Coming to Town
14. Frosty the Snowman
15. You're All I Want for Christmas
16. Silver Bells
17. Rudolph the Red Nosed Reindeer
18. Christmas Island

☐ **46 CHILDREN'S SONGS, illustrated with pictures and words to the music—$2.98**

1. Twinkle, Twinkle Little Star
2. Old King Cole
3. Little Tommy Tucker
4. Jack & Jill
5. Pease Porridge Hot
6. Where, O Where Has My Little Dog Gone
7. Humpty Dumpty
8. London Bridge
9. Lazy Mary
10. A Tisket A Tasket
11. Old MacDonald
12. Farmer in the Dell
13. Baa Baa Black Sheep
14. Pop Goes the Weasel
15. Three Blind Mice
16. Mary Had a Little Lamb

Plus 30 other most popular songs and book of picture illustrations with words to the music.



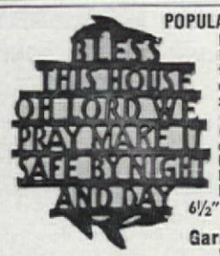
Personalized with HIS Initials *in Sterling Silver*

Handmade of solid Sterling Silver, these pieces may be bought singly or as a set. Two or three initials.

Prices include tax, postage and gift box. Shipped by first class mail within one week after receipt of order.

Belt Buckle $8.50 Tie Clip $3.75 Set $12.00

Robin Hood's Barn
Dept. 113, 83 Newbury St.
Boston 16, Massachusetts



POPULAR PIN-UP TRIVETS

Beloved House Prayer a grand gift for new homes or old. Black iron, 7" x 8½". A cheery companion-piece (not shown) points out that "A Merry Heart Doeth Good Like a Medicine". Black aluminum, 6½" x 7". $2.50 Each postpaid

Garret Thew Studios
Westport, A-17, Conn.



MINIATURE DOLLS from Central America!

SIX FOR $1

Truly authentic miniature dolls in full native costume. Set of six 2" dolls come in colorful hand-painted box. No two alike. Make ideal party favors, lapel pins or gifts!

FREE GIFT CATALOG

BROPAR 1164 Bropar Building San Antonio 6, Texas



SAFE-LOCK GUN RACKS

Handsome rack locks all size guns in desirable "show" position. Safeguards family, protects guns. Large accessory drawer. 1 key locks everything. 4 Gun Rack Shown (24"x28")—**$19.95**, 6 Gun Rack (24"x40")—**$29.95**, 3 Gun Rack (24"x21"—no drawer)—**$12.95.**



PIPE MEN'S PIPE RACKS

Do everything a good pipe rack should do. Air-tight humidor drawers, keep tobacco fresh. Large drawer in 14 and 29 pipe racks for all accessories. 14 Pipe Rack Shown (13"x18")—**$12.50.** 29 Pipe Rack (17¾"x22")—**$26.50.** 7 Pipe Rack (13"x9½"—no access drawer)—**$8.50.**



MAGAZINE RACKS

Large, handsome wall racks hold magazines neatly with each visible for convenient selection. Ideal for home or office. 30 Magazine Rack Shown (23"x 27")—**$17.50.** 45 Magazine Rack (23"x 40" high)—**$27.50.** 60 Magazine Rack (45"x27" high)—**$32.50.**

FINISHES: All racks are hand made of genuine knotty pine in choice of satin smooth honeytone knotty pine or lovely mahogany finish.

Express Charges Collect on Finished Racks
No C.O.D.'s Money Back Guarantee

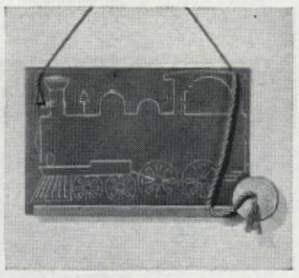
YIELD HOUSE Dept. A11-4 N. Conway, N. H.

NOW IN KIT FORM—3 of our most famous racks—in easy-build, press-fit assembly kit. Of precut, sanded knotty pine. Everything supplied: finishing kit, instructions, etc. 4 GUN RACK **$12.90** PPD. 14 PIPE RACK—**$7.95** PPD. 30 MAGAZINE RACK—**$10.95** PPD. Add $1.00 W. of Miss.

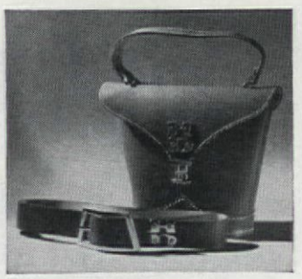
MUSIC TO CHARM HER. A music box brings out the sentimental in a lady, and the smallest one we've ever seen (1¾" x 1¼") dangles from a linked bracelet to play a love song and put Christmas stars in her eyes. Gold-finished casing and bracelet, the decoration is a bar of music with pale blue notes. $16.50 (tax incl.) Postpaid. Nancy's Bazaar, P.O. Box 340, Elizabeth, New Jersey.



SLATED TO GO PLACES. A real nursery natural, your sweetie pies can chalk it up on this green slate without damage to the wallpaper. Imprinted with a yellow line drawing of a locomotive engine, so it never looks naked, it's a perfect kitchen pin-up, too. Chalk tray, hanging cord, and wheel-shaped eraser are red. 18 x 12". $2.95 plus 35¢ post. Louise West Gift Sources, Springdale, Conn.



BAG A BEAUTY. To take the knocks of daily life, a big 10 x 8" bag of genuine polished leather with a gold-plated safety lock and big chic brass metal initials, $3.95. Add a matching 1½" belt tabbed with your initials for flair, and you're ready to go shopping. Choose black, turf tan, or cherry red. Two piece set, $5.50 ppd. Vernon Specialties, 156-AH Fourth Ave., Mt. Vernon, N.Y.



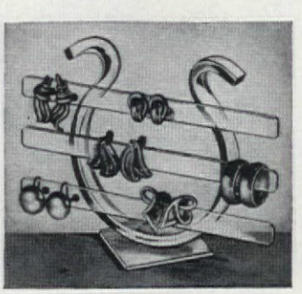
WHO'S SENTIMENTAL? If you adore red roses, lace-edged Valentines, love stories with happy endings, you'll want these 6½" white bisque winged Cupids, copies of Limoges antiques, and French as Madame Pompadour. Hang over a dressing table, as dainty tiebacks in a pink and pretty powder room or gay dinette. $2.98 the pair. Postpaid. Seth & Jed, Dept. AH, New Marlboro, Mass.



DRAMATIC TOUCH for a leading lady, Sterling Silver *Comedy and Tragedy* earrings to dangle from her pretty ears. And for the man who reads Shakespeare to her or holds her hand in the balcony, matching cuff-links. Both also in 14K gold plate. Earrings for Her (screw or pierced), $2.95. Cuff-links, $3.95. Both sets, $6.50 Ppd. Ruth Brawer, Box 4035, Dept. AHC, Tucson, Arizona.



LEND US YOUR EARRINGS and we'll show you how to make your horde of them look as attractive on your dressing table as they do on your ears. A three-tiered Lyre Earring Tree of clear lucite stands by to hold them ready for you to make your choice. Here's gift fodder for any earring-girl on your Christmas list. $1 postpaid. Sunset House, 71 Sunset Bldg., Hollywood 46, Calif.



Bancroft's Presents the Unusual in Gifts, Housewares and Toys



Personalized Santa, Sleigh and 8 Reindeer

Because Santa is such a jolly good fellow, he's agreed to let us artistically hand letter his sleigh and reindeer with any family name and house number so they G-L-O-W in the dark. Gaily decorated in brilliant holiday color, it adds a festive touch and Yuletide cheer to your home and surroundings. Looks like Santa and his reindeers are dashing across your lawn. Each reindeer bears name of his counterpart in the immortal poem, "A Visit from St. Nicholas". Use anywhere: outdoors—on lawn, porch, gate, post, attached to house; indoors—around Christmas tree, on mantel, etc. With pointed stakes that anchor firmly in soil. Easily mounted. Heavy durable weatherproof metyl-methacrylate plastic. Use it year after year. Will never rust. Big—over 4 feet long and a foot high.

AH 4570P, Complete $2.95



Santa Talks to Your Child . . .

. . . and calls him by name! Imagine the thrill your child will receive when he hears Santa speaking directly to him personally. Santa talks about being good, discusses his reindeers, etc. Watch Junior's eyes pop as Santa calls him by name. See how excited he'll be when he can join in "Jingle Bells." Each name individually recorded. Unbreakable plastic—play it yearly. State name.

AH 4698D $1.00



Walk on Ice Without Falling

When Ice is on the sidewalks, don't worry! Just put on these "No-Slip" Foot Grippers and walk on ice or snow without fear. Helps avoid dangerous, painful slips and falls. Hardened rustproof steel teeth give your feet firm footing on the slickest ice or snow. Easily slid over shoes, boots, rubbers or galoshes. Elastic band fits men's women's children's shoes—any size.

AH 4713, Two pair $1.00



Talking Wall Telephone

A conversation piece in more ways than one. A clicking dial "pay phone" and "operator" who actually talks when crank is turned. "Operator . . . Number please . . . I am ringing your number," etc., comes from an unbreakable record inside the phone. Coin slot works like a real phone, too. Takes nickels, dimes, quarters. It's a bank, too. Almost life-size: 9¼" x 6½" x 4". Plastic.

AH 6029 ..... $3.98

SPECIAL OFFER



Lovely 60 Gauge, 15 Denier Nylon Hose. Yours for Only 75¢ With Any $3.50 Order

To get new customers, to make new friends, we are making this Special Offer. You may buy one, two or three pair of these lovely 60 gauge, 15 denier Nylon Hose for only 75¢ per pair with any order for $3.50 or more. Full fashioned with a dainty lace insert top and self-color seam, this exquisite hose is of that first quality that ordinarily retails for $1.50 per pair . . . but all you pay is 75¢ (our ACTUAL COST). Available in your choice of 2 new flattering shades: neutral mist or beige. Sizes, 8½ to 11. When ordering please specify quantity, size and color desired. Sorry, limit of 3 pair.

AH 6381, Per Pair ..... 75c.



Keep Dust and Dirt From Filling Your Home

Install disposable Air Filter Pads under furnace registers and enjoy a cleaner, healthier home. Inch-thick pads filter furnace air, trapping dust, dirt, grime and grease. Lightens housecleaning, lengthens life of slip covers, drapes, curtains, etc. Purifies the air you breathe. Fits all grill registers—simply cut to size. 10 sq. ft. enough for several registers.

AH 5447 ..... $2.49



Real Snow Skates

They're just like miniature skis! Ingenious Snow Skates provide wonderful fun and healthful exercise as youngsters skim over the least amount of snow—no ice needed. Adjustable to any child's foot; made of steam-bent hardwood with grooved bottoms. Aluminum heel plates, sturdy ankle straps. Over 16" long, 2½" wide. Gaily trimmed in red. A wonderful gift for any boy or girl.

AH 3509, Pair ... $1.79



Xmas Tree Candelabras

As lovely and symbolic as the Christmas spirit. Gleaming gold and black wire has been blended into a vision of loveliness, beautifully accentuated by 4 brilliant red candles, each 5" tall (included). Exquisite as a centerpiece with fruit, gay baubles, holly or mistletoe. Charming too, on buffet, mantel or anywhere, in any room. 15" tall, 10" diameter.

AH 6063, Pair ... $4.00
AH 4228, 12 Pcs. $1.95
Wax Fruit $1.95



Fix-it Convertible —with Repair Kit

He's SUPPOSED to take this apart. Streamlined sports convertible has removable plastic whitewall tires, aluminum hub caps, metal axles and 1-piece windshield. Battery, radiator, gas tank can actually be filled with water. Luggage compartment contains jack, emergency gas can, 4-way tire wrench, hammer, screw-driver and spare tire that can be changed. 13" long. Plastic.

AH 5241 ..... $2.98



Miniature Brandies

Made for people with delicate tastes! Imported miniature replicas look like the huge brandy glasses used in the old time "liquor emporiums," wide base and all. Just right for after-dinner cordials, a pony of brandy or a serving of whiskey. With a beautiful etched design, they'll be as exquisite in your china cabinet, as gracing your table. Give her this—be prepared to be hugged.

AH 4146, Set of 12 ..... $1.95



Cancelled-Check File

Banker's efficiency for cancelled checks! Monthly separators in attractive steel Check File permit quick reference and enables keeping important checks in place at all times. Keeps 'em safe—and clean. Sliding follower block makes filing and removing checks easy. Holds over a 5 year record compactly and in order. Sturdily built with scratch resistant, baked enamel finish.

AH 4638 ..... $3.95



Wrap-A-Gift Dispenser Contains Everything

Everything needed to wrap gifts at home is at your fingertips. Here's a 4-in-1 dispenser that contains 100 ft. of pure white tissue, 100 ft. of decorative gift wrap, 60 ft. of fancy ribbon and 100 ft. of tinsel twine. One motion cuts wrap on a safe, serrated edge. Keeps it all clean, unwrinkled, always instantly available. Now, wrap gifts like a professional.

AH 5089, Complete $3.50



Personalized Car Valet

Everything handy when the need arises! There's a brush for clothes or upholstery, lucite ice scraper for deicing windshields, 4 different screwdrivers, bottle opener, comb and special windshield cloth. All in a handy carrying case that we'll hand-personalize with your favorite driver's monogram. Fits compactly in glove compartment. For ladies, men. With any 2 or 3 initials.

AH 1935P, Including Tax $3.50



3 Section Steel Skillet

Prepares an entire meal of various meats and vegetables at one time. Regular frying pan is divided into 3 sections. Saves time, money, food. Fry eggs in one section, bacon in other, potatoes in third. Ideal for warming-up leftovers, baby's food. Uses 1 burner instead of 3. Wash only 1 pan. 10" diam. Quick heating, air-cooled handle.

AH 3832 ..... $1.98
Same as above, in gleaming porcelain enamel. $3.95

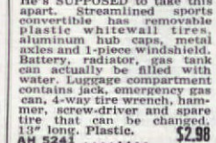
AH 4800 .....



Personalized Half Cups

Watch your guest's eyes pop when they ask for "half-a-cup-of-coffee"—and you give it to them. These are real, jumbo cups, cut in half. Made of highly glazed, hand-decorated ceramic with the words as illustrated above. Personalized with any family or first name, they're sure to tickle the funny-bone of everyone who sees 'em.

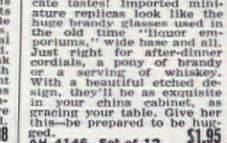
AH 4969P, Each $1.00
AH 4970P, Set of Four $3.75



Professional Pin Curler

So easy to use- So lovely the result! New-type Pin Curler gives you a professional set in minutes. No standing for hours trying to set your hair. No waiting 'til hair dries. Just take a small section of hair, insert it into Pin Curler, roll hair to scalp, remove and insert bobby pin. It's the quickest, softest (yet tightest) ringlet ever. Works on either wet or dry hair.

AH 4419 ..... $1.00



3-D Magnetic Storybooks

Even grown-ups find it thrilling to watch the characters actually travel from page to page, from situation to situation. Each story is complete in itself. Three dimension technique makes the story characters REAL as they travel in life-like movements throughout the story. Approved by teachers. The heroes are . . .

AH 5407, Buzzy Bumblebee .. $1.25
AH 5408, Tubsy Turtle $1.25



Carton of Candy Cigarettes

What youngster hasn't enjoyed being just like Dad and Mom and "puffing" on a candy cigarette. Carton contains 10 packs of famous brand candy cigarettes—there's Chest-O-Luck, Lucky Smile, Pall Mall, Lucky Camel, in packages that look like the real thing. Inside each pack there's 10 delicious cigarettes.

AH 5143, Candy ..... 89c.
AH 6234, Bubble Gum $1.25



Expansion Trivet

To grace your table—and protect it, too. Its rubber tipped legs provide heat insulation and prevent scratched table tops. Extends to 12" for large platters and casseroles, but is small enough for ordinary dishes, coffee pots, etc. Sturdy, will support over 35 lbs. Its chrome plate finish with attractive scroll design never tarnishes. Cleaning couldn't be easier—just wipe clean.

AH 2113 ..... 89c.



Personalized Traveling Tie Rack

No more wrinkled ties! Not when your "Mr. Traveler" has his ties kept in this genuine leather Tie Case. Has a sturdy brass hanger that folds neatly out of sight when case is closed. Hangs anywhere, without unpacking, repacking. Built-in handkerchief pocket; beautiful inner lining. Holds 24 ties. On it we'll hot stamp any name or initials in 24 Kt. gold.

AH 944P, Including tax $6.95



Fido, The Nut Cracker

He'll be a wow at your next dinner party! Just place a nut in his mouth, pull the handle (his tail) down, and kernels come out whole—more delicious to eat. Fido actually cracks the shell without crushing the kernels. No messy fragments get all over your tablecloth, either. Of durable metal in rich gun-metal finish. He's a friend indeed at saving you from sore fingers.

AH 1370 ..... $2.95



Flip-It Photo Album

Holds all your pictures! Richly bound in gleaming leatherette, it looks like an expensive book. Actually, it's like a loose-leaf notebook with 3 separate "pages", each with 10 transparent sections. Photos can be put on both sides. Holds up to 280 prints, with room for more. Padded covers, distinctive gold tooling. A wonderful keepsake for all your friends.

AH 5526 ..... $2.95
AH 5527, Refill sections, Ea. 75c.



Personalized Denture Dish

An orchid to the person who thought this one up! Spacious plastic container has plenty of other uses, too, but it's ideal for sparkling false teeth that need overnight parking. Lucky recipient will be so thrilled he'll want to put his teeth in at once. We'll artistically hand-letter any name, along with the other words (as illustrated). Prevents misplacing. So sanitary, too.

AH 1725P $1.00



Overshoe-Rubber Tree

Handy parking place for the family overshoes, rubbers and storm boots. Holds 5 pairs shipshape and off the floor for quick drying. No more kicking wet, dripping rubbers off into the corner. No more tracking dirt across rugs or floor. A must for porch, hallway during bad weather. Of smooth, richly finished hardwood dowels. 21" x 9" x 13" high. Collapses to 2" x 29" for compact storage.

AH 5106 ..... $1.69



Your Own Personalized Labels

Your garments deserve this distinctive finishing touch. We personalize your name on actual woven quality cloth labels. Sew them in garments, knitting, weaving, crocheting—and make your creation "exclusively yours". Helps identify clothes; avoids laundry mixups. Be proud of your handiwork—label it like a professional.

AH 3933D, 15 for. $1.00
AH 3934D, 40 for $2.00
AH 3935D, 60 for $3.00



Personalized Waterproof Mittens

Healthful answer to children's wet, soggy mittens! Plastic coated vetterlight mittens stay flexible in winter temperatures. Fleece jersey lining prevents cold, chapped hands. Handlettered with any boy's or girl's first names so they can't get lost. Give child's age for size. Red or green.

AH 3816P, Per Pair.. $1.00
Same as above, with heavy fur lining. Green only. $1.98

AH 6048P, Pair ..



And Away We Go . . .!

These Rocket Shoes are the newest in fun for small fry. Safe and durable—perfectly balanced to give a hopping good time. Adjustable to fit all children from 6 to 12 perfectly. Sturdy caps on front protect shoes. High quality steel springs with rubber shock absorbers, ankle-straps. Makes a kangaroo look like he's walking.

AH 4456 ..... $5.95



Ice Traction Treads

Ever been stuck on a cold, wintry night? New "Sure-Grip" gets you out of snow, slippery spots in seconds. Slip 'em under rear tires — Presto! you're on your way. Grips the road—gives spinning wheels needed traction for smooth start. Tough, lightweight steel mesh conforms to tires.

AH 965, Set of 2 ... $1.98



Enjoy Color-TV Now!

Don't wait! Startling new color filter gives drab black-and-white screens lovely soft color, easy on the eyes. Reduces glare, cuts snow. No wiring or mechanical attachments needed. Simply place over front of TV to install.

AH 3910 . . .
12" 69¢; 14" 79¢
17" 89¢; 20" $1.25
21" $1.50; 24" $1.75



Electric Fireplace

Just like the real ones — the logs actually GLOW and FLICKER. It's complete with realistic red-colored bricks, green Xmas Holly Wreath, simulated andirons and logs. Life-size—almost 4 ft. wide by 4 ft. tall. Extra-heavy Kraftboard, vinyl coated for easy cleaning. With cord, socket, flicker attachment.

AH 4553 .. $3.95



The Book That Talks

A voice is built into every page. As the child turns the pages, each different animal on every page talks in its own particular way: the cows mooo, the dog barks, the sheep go ba-a-a-a. Press the entire book, and the whole farmyard sings out in chorus. A load of farmy fun, with farmyard scenes in gay colors.

AH 1905 .. $1.50



"Any-Name" Tie Scarf

So smart under the collar of your favorite blouse, dress or suit — tied in a square knot or simple ascot. Gay, colorful crepe, 2" wide and 32" long. Beautifully designed with ANY name handpainted. Choice of tangerine, pink, beige, canary, black or white; pastel colors of blue, red or green.

AH 3921P.. $1.00



Personalized 18 oz. Cup & Saucer

Paw told Maw "It's coffee time!" and on the companion cup Maw tells Paw "Yer coffee's all sittin' cold!" Handpainted with yer Maw or Paw's name. Jumbo 18 oz. cup 22 Kt. gold band.

AH 4792P, Maw Cup $1.95
AH 4793P, Paw Cup $1.95
AH 4794P, Both for $3.75



3 Dimension Stereoscope

Makes children's stories "come to life"! So real you'll be amazed. See the big bad wolf chase the 3 pigs RIGHT TOWARDS YOU. Watch Jack climb the beanstalk up-Up-UP into the sky! 10 complete stories, including "Cinderella", "The Night Before Xmas", "The Bad Little Fish", etc. 100 pairs of life-like pictures in five striking colors. Plastic viewer is designed for use by adults or children.

AH 1951 ..... $1.25



Skunky, The Stinker Deodorizer

Simply adorable! Even the boss smiled when he read the cute attached poem that reads: "My name is Skunky the Stinker, and 'tis my job you see, to keep the bathroom pleasant for those that come after thee . . ." Just hang him on the wall, he quickly chases odors. He comes to you complete with incense matches that do a matchless job of dispelling odors. In "true-to-life" color; made of glistening ceramic. He's certain to quickly become the family favorite.

AH 3213 .. $1.98



Tie "Professional" Bows

It's easy — and fun! Every package you make will be a picture of beauty. Handy plastic bow maker simplifies gift packaging. Make fluffy pompons, glamorous pin-wheels, rosettes, etc. With two 15 ft. rolls of shimmering red and green ribbon.

AH 3864 .. 79c.



Personalized "Midnight Coach" Sign

Your name and house number GLOWS in the dark. Use it on lawn, house, mailbox, post, gate or tree. Adds a friendly, inviting warmth to your house—helps guest find it, too. Artistically hand lettered with any family name and house number so they glow in the dark. Durably constructed—to give years and years of heavy service. Easy to install—anywhere. Made of heavy weatherproof metyl-methacrylate plastic. Finished with a striking, rich black hammered crinkle finish. Stands over 15" long, 5¾" high. A gift friends will appreciate the year 'round.

AH 3664P $1.00



Personalized Classic Wastebasket

Smartly styled decorator's basket is artistically handlettered with any name you desire. Distinctive border design in gold and red on a cheery brown, maroon or ivory background. Oval shape fits anywhere. 13" high x 7" x 11". Steel.

AH 1967P.. $1.95

HOW TO ORDER

- **Order by number, stating the quantity desired.**
- **Add only 15¢ to total of order for postage and handling.**
- **Send payment (check, money order or cash) with your order. No C.O.D.'s please.**

Satisfaction Guaranteed or Money Back.

SEND ALL ORDERS TO:

Bancroft's

1112 So. Wabash Ave.

Dept. AH-21 Chicago 5, Ill.

SMART GIFTS ARE Personalized

SHOW THAT NEW BABY OFF PROUDLY



Fine china plate colorfully decorated with "Tree of Life" and proper Zodiac Sign send name, weight and birth date Free plate hanger.

7½" Size $2.95
9½" Size $3.95



SNOW BALLS SALT & PEPPER

Roquish faces decorate tennis ball size salt and pepper shakers of quality china. Personalized with "his" and "her" first names.

$2.00



SMOKERS SET

Two fine china ashtrays and container holding more than a full pack of king-size or regular cigarettes. Send surname for container and 2 first names for matching ashtrays. Your choice of Maroon, Green or Blue lettering.

Set $3.95



JUMBO COFFEE CUPS

For the real coffee hound—giant 14 oz. cups and 7½" saucers. Decorated with cheery faces and first name, Mom, Pop or nickname.

Individual cup and saucer $2.95.
Two or more 2 piece sets $2.50

Hand-painted and kiln-fired for permanency. Send check or M.O. One Week Delivery
FREE Catalog — All Postpaid

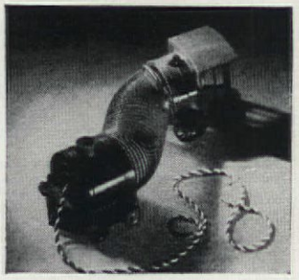
Personal Gifts Co.

Dept. 167, 102 W. 61 Street, New York 23, N. Y.

THE LAST WIND-UP sets this cowboy into galloping motion, and his mount goes clickety-clacking across the floor duplicating the back 'n forth motion of a real bucking bronco. Handmade rider is dressed in a colorful western outfit, has realistic hair and a hand-painted face. Horse's hide is velvety-real. He takes 5½" in his stride. $2.98 ppd. Breck's, 312 Breck Bldg., Boston 10, Mass.



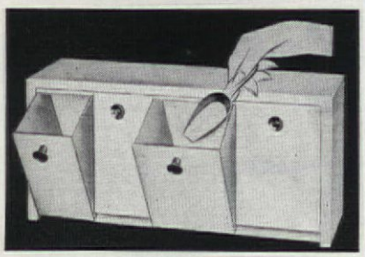
IT TAKES PULL to engineer the Slinky Train, and there's a string attached to it for that purpose. No ordinary Choo Choo, its bright cow catcher front and caboose are joined by a Slinky spring instead of a boiler which makes it stretch to 36" and *whoosh* closed to 10" to the delight of the little pull man. $1.98 ppd. Fireside Shop, 916-31 East Wayne Street, South Bend 17, Indiana.



LITTLE BUT LOVELY a wee *Sheffield Silver Revere Bowl* has all the grace and beauty associated with that name, but won't break the bank, because it is just 1½" high. Use one for charming tiny flower arrangements. (Shown here with the perfect flower arranger with suction-cup end to hold it in place, 50¢). Bowls, $2 each. Ppd. David Saks, Box 49, White Plains, New York.



NOW SUGAR, FLOUR, etc. ARE ALWAYS HANDY!

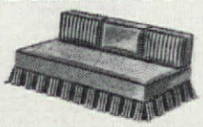


Beautiful Tilt-Out Storage Bins Open—Close—With One Hand!

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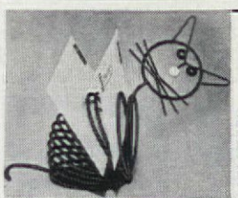


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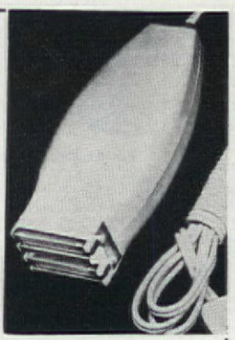
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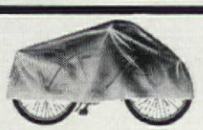


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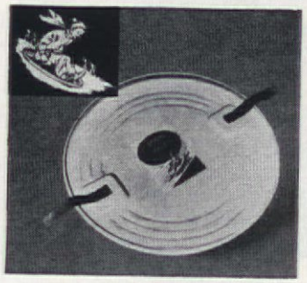
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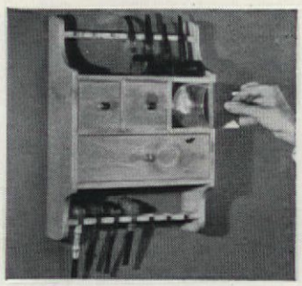
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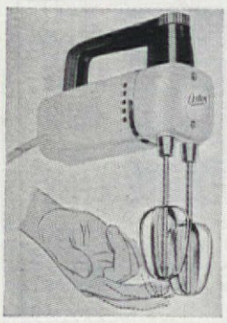
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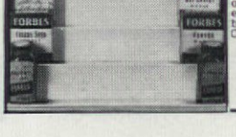
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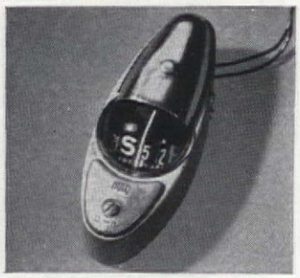
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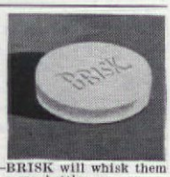
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No matter how strong or unpleasant odors may be —from tobacco, fish, onion, cooking, garbage, diapers, musty closets or sick room—BRISK will whisk them away almost instantly. No more bottles or sprays, no electrical gadgets—just one tiny tablet placed anywhere in any room does job. Guaranteed harmless. Pack of 6 tablets last 3 months, only $1.00 ppd.

HUSS BROS.—100 W. CHICAGO—CHICAGO 10



TWIN GOOD LUCK RINGS—designed by Blue Sky Eagle. Sterling Silver with 5 turquoise blue stones. Usually worn 2 on a finger. $2.95 each. $5 for a pair. No COD's. *Send size, or measure with string. Satisf. guar.*

OLD PUEBLO TRADERS – Box 4035 Dept. A, Tucson, Arizona



MAKE YOUR OWN CHRISTMAS TREE ORNAMENTS!!



Fun—Relaxing—Economical

Old and young alike will enjoy this wonderful Christmas Tree Kit. Complete materials for 18 beautiful NON-BREAKABLE ornaments. Safe even for the smallest child. Use them for your tree—or sell them for profit.

You get materials to make Comets, Crosses, Snowflakes, Stars, Bells, Clowns, Snowmen, Wreaths, Canes and many more. Nationally advertised on T.V.

Complete Kit Only $3.00 Postpaid

Satisfaction Guaranteed

Send Check or Money Order No C.O.D.'s

ORDER NOW FROM VALE ASSOCIATES 3258 N. HALSTED ST. CHICAGO ILLINOIS

PERFECT GIFT!



FREE CATALOG BROPAR 116 Bropar Building San Antonio 6, Texas



FRAMED MAILBOX MARKER attractive wrought aluminum frame style MF $2.95 POSTPAID

DELUXE MAILBOX MARKER graceful wrought aluminum frame and scrolls style EM $3.45 POSTPAID

TWO-LINE MAILBOX MARKER up to 15 letters and numbers each line style OM $4.95 POSTPAID





NAME & NUMBER MAILBOX MARKER up to 5 letters and numbers top line, 15 on lower style NM $3.95 POSTPAID



LAWN MARKER wrought aluminum stand; up to 15 letters and numbers style L $2.95 POSTPAID

STYLE M
MAILBOX MARKER
$1.95 postpaid

FITS ANY MAILBOX – INSTALL IN A MINUTE!

DAY-n-NIGHT MARKERS
WITH ANY WORDING YOU WANT*

HELP FRIENDS FIND YOUR HOME
...MAKE PERFECT GIFTS

You help your friends find your home more easily—help the doctor save minutes or hours in emergencies—help the mailman and delivery men —when you have a **DAY-n-NIGHT** Marker! And they're perfect for gifts!

The permanent, embossed letters of **DAY-n-NIGHT** Markers are treated with the same material that makes highway signs shine in your headlights. Even a dash of moonlight makes **DAY-n-NIGHT** Markers gleam!

- Shine bright at night
- Easy to read DAY-n-NIGHT
- 2-sided; raised letters on both sides
- Rustproof — lifetime aluminum throughout
- Permanent embossed lettering — raised in solid plates
- Baked enamel finish — black background — white reflector letters
- Attractive size — nameplates 2½" x 18", number plates 2½" x 7"
- Any wording you want, up to 15 letters and numbers on nameplates, up to 5 on number plates. Same on both sides.



NAME & NUMBER LAWN MARKER up to 5 letters and numbers top line, 15 on lower style NL $4.95 POSTPAID



BRACKET MARKER attractive wrought aluminum bracket for wall, post, etc. style B $3.95 POSTPAID



DELUXE BRACKET MARKER graceful wrought aluminum scrolls add beauty style EB $4.45 POSTPAID



NAME & NUMBER BRACKET MARKER up to 15 letters and numbers top line, 5 on lower style NB $4.95 POSTPAID

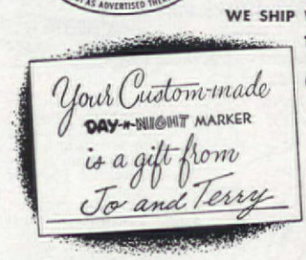


TWO-LINE BRACKET MARKER up to 15 letters and numbers each line style OB $5.75 POSTPAID

Guaranteed by Good Housekeeping — REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

SATISFACTION GUARANTEED OR MONEY BACK!

WE SHIP WITHIN 3 DAYS!



THE PERFECT GIFT FOR *Christmas*

— or any occasion because it's **personal!**

On request we send a smart vellum gift card, inscribed with your name or nickname, to announce your gift.

***Fund* RAISERS!** You can make money taking orders for DAY-n-NIGHT Markers—help your club, church or yourself! Write for details.

Spear ENGINEERING COMPANY

7111 Spear Bldg., Colorado Springs, Colo.

Spear ENGINEERING COMPANY

7111 Spear Bldg., Colorado Springs, Colo.

• ORDER FORM •

PLEASE PRINT CLEARLY

SATISFACTION GUARANTEED OR YOUR MONEY BACK

WE SHIP WITHIN 3 DAYS

* ANY WORDING YOU WANT, ON ANY STYLE MARKER	STYLE	WORDING—Any wording you want, up to 15 letters and numbers on large plate, 5 on small. Show punctuation but don't count it.	PRICE
		TOP	
		BOTTOM	

SHIP TO:

ADDRESS

CITY ROUTE OR ZONE STATE

TOTAL

☐ Remittance enclosed: ship postpaid in U.S.

☐ Ship C.O.D. I will pay C.O.D. fees and postage.



SUSIE WALKER WALK HER WASH HER DOLL

With Long, Silky, Washable SARAN Hair



She Sleeps



She's Unbreakable



Sits By Herself



Wash Her Dress Her

SUSIE DOES EVERYTHING

- She Walks—Sits—Stands
- Turns Head As She Walks
- She Cries—She Sleeps
- "Magic Action" Legs
- Completely Washable
- Unbreakable Construction
- Guaranteed Walking Mechanism
- BIG 20" TALL

So Lifelike you'll think she's a real girl walking with her little mother. Susie Walker is beautifully formed, even to the small details of finger nails, dimples and creases in her chubby arms and legs. She assumes and will hold (no flopping) all lifelike positions. Susie can be washed, dressed and undressed in standard 20" doll costumes. Her hair can be washed and combed; her pigtails braided and set in any fashion desired. Nothing can go wrong with her working parts and she is molded of the new shockproof plastic that assures years and years of loving play. Susie Walker is the answer to every girl's prayers. Commended by Parents Magazine. Union-Made in U.S.A. by skilled American workers. Satisfaction Unconditionally Guaranteed!

SUSIE WALKER IS ALSO AVAILABLE IN THE LARGEST SIZE MADE—23" TALL. *Nationally advertised at $15.95.* OUR PRICE—$5.95 plus 50c shipping or C.O.D. plus postage.

SMALLER SIZE SUSIE WALKER: All above features but No Voice—14" TALL. *Reg. $5.95.* OUR PRICE $2.98 plus 50c shipping or C.O.D. plus postage.

Nationally Advertised At $9.95

SENSATIONAL VALUE — ONLY **3.98** dressed

plus 50c shipping or C.O.D. plus postage

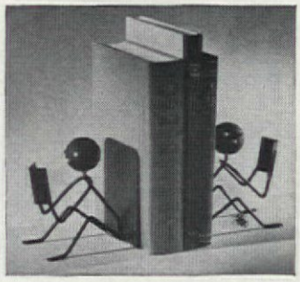
NOW YOU CAN DRESS SUSIE, TOO—SAVE MORE THAN 50% ON HER CLOTHING



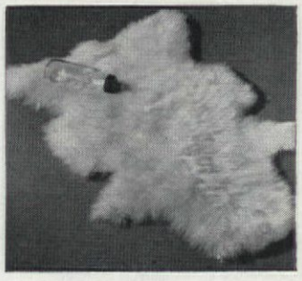
Style	14" Size	20" Size	23" Size
Hat & Coat Ensemble	79¢	98¢	$1.10
Bridal Ensemble	98¢	$1.49	$1.79
Plaid Vinyl Raincape	29¢	39¢	49¢
Ballerina Outfit	49¢	98¢	$1.10
Hostess Coat	29¢	69¢	79¢
Sheer Nightgown	39¢	59¢	69¢
SPECIAL PRICE IF YOU ORDER ALL SIX OUTFITS	$2.98	$3.98	$4.98

P. J. HILL CO. Dept. P-653 933 Broad Street, Newark, N. J.

A COUPLE OF END MEN rate applause for being the most amusing bookends we've seen. So if he already *has* a book and you're still floundering around for a perfect gift, these gay fellows are black wrought iron, they easily turn their heads, and can be counted on for a perfect hold-up. 4¾" high. $3.95 plus 25¢ post. House of Bertram, P.O. Box 598A, Scarsdale, N. Y.

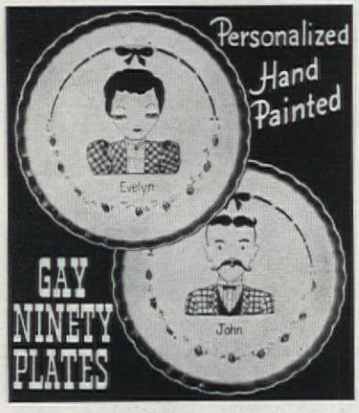


SHEEPSKIN FOR A LAMBIE PIE. You don't *have* to take the baby's picture on this Sheepskin Miniature—but you'll be sorely tempted. But *do* be sure that the cutest baby you know has one. Darling as a carriage cover, hanging, or cover for his baby toy chest. Soft snowy white sheepskin, about 20 x 30". $5.95 ppd. Brandicalf, Dept. E-6, 157 Federal Street, Boston 10, Mass.



MAJOR BRUSHUPS will have the toothpaste brigade giving special attention to their pearly whites. Looking as if he just marched out of West Point, the plume in his hat is a child's nylon toothbrush, his drum is a personalized drinking cup. 7½" high to stand or hang. Choose red and white, or yellow, pink, or blue. $1.20 ppd. Crown Craft, Dept. A, 246 Fifth Ave., N.Y.C. 1.

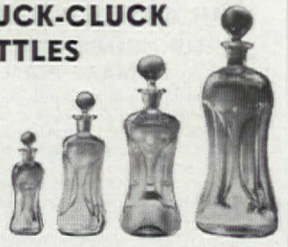




Handpainted in gay ceramic colors—and fired for permanency. Each plate personalized with first names of couple in hand-lettered Gay Ninety style. Full 10-inch plate. A "must" for every kitchen . . . a wonderful gift! Only $4.95 per set, plus 50¢ packing and postage. Hangers to fit 25¢ each. Safe delivery guaranteed.

EVELYN DEAL
545 Skyview Dr., Dept. E., Nashville, Tenn.

CLUCK-CLUCK BOTTLES



These Danish pinch bottles gurgle cluck-cluck as you pour the contents. They're charming decorative room accents when filled with colored vegetable dye liquids, which form fluid patterns in the pinched tubes of the center and sides. Smaller bottles suited for bathroom lotions. 6" (3 oz.) **$3.00**; 8¾" (9 oz.) **$4.50**; 10½" (17 oz.) **$5.00**; 13" (34 oz.) **$7.00**. Prices postpaid; send check or money order.

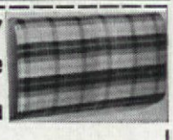
Write for FREE catalog

Gilbert & Leonard DISTINCTIVE ACCESSORIES
1544-A Northern Boulevard
Manhasset, New York



DICKENS HOOKS
These handsome English hooks are cast in solid brass and characters from Dickens' novels decorate the backs.
Hang them in the guest closet; use them for bags, belts, umbrellas; 4" high **$1.75** each postpaid.
Send for Xmas catalog
ELIZABETH McCAFFREY
Dept. AH-11
Orange, New Jersey

"SACRO-BLOCK" Relieves Backache



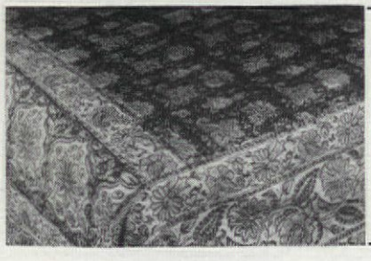
Different — Patented



Braces and fits hollow of lower back. Prevents tiring slouch on long rides or sitting at home.
Lie on it to relieve tense, aching back or neck muscles.
Ideal foot prop in bed. Feet are cushioned by foam rubber covered with air-cooled woven plastic. Non-slip back prevents sliding.
Boon to seriously ill using bed pan.

PRICE $3.95 each.
Postpaid. Size 7"x13".

Sacroiliac Block Co.
293 Bridge Street
Springfield 3, Mass.

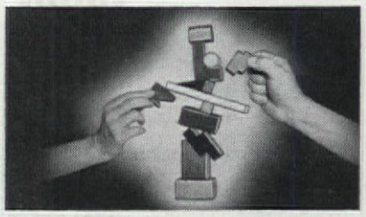


HAND BLOCKED COTTON PRINTS FROM INDIA

For Bed, Couch, or Drapes

Do wonderful things for your home with these decorator pieces. Fascinating Oriental designs and colorings in your choice of backgrounds: Cream, Blue, Green, or Black.
72" x 108" (twin bed) ..... Postpaid **$5.50**
90" x 108" (double bed) ..... Postpaid **$6.50**
Write for free catalog of imported gifts.

The OLD MEXICO SHOP
AH SANTA FÉ—NEW MEXICO



Oops! They're Goofy Blocks—$1

The new, exciting party game that *everyone* can play. It takes skill to build a tower of these cockeyed, odd-shaped blocks without knocking it over. Takes minutes to play, yet so exciting that kids from 2 to 80 will play for hours. Any number can play—great family sport. 22 colorful wood blocks. Exciting, new gift. Only $1 postage paid. *You must be pleased or your money back.* Order GOOFY BLOCKS from SUNSET HOUSE, 447 Sunset Building, Hollywood 46, Calif.

THESE HOLIDAY

LOLLIPOPS WHISTLE!

GIFT PACK OF **24** PLUS 3 CARTOON BOOKS ONLY... **$1.79** ppd.



The most exciting idea since candy began. Imagine! Big luscious lollipops shaped like whistles—and they actually toot! Delight your favorite youngster with this newest in fine children's candy. Use as party favors, so kids can start off with a whistle and wind up with a treat! Hang some on the Christmas tree too. Delicious 1¼ lb. assortment of 24, in wholesome pure fruit lemon, lime, orange, cherry and grape, comes gift packed with 3 fascinating how-to-do-it books on Magic, Indoor and Outdoor Games.

Order several for the Holidays.

Money Back Guarantee. Mail Orders Filled Promptly.

PARD PRODUCTS, DEPT. A-11
449 Central Avenue, Newark, N. J.



PERSONALIZED KEY CHAIN MONEY CLIP

We'll put any Initial, Saint Christoper Medal, a Frame for that certain Snapshot, or your favorite Fraternal, Civic, Sport, College, Lodge, or Military Emblem, on Key Chain or stylish Money Clip, in Rhodium (white) or durable Gold-plate. **$1.65** ea. any 2 for **$3.00**. Ppd. (tax inc.)
FREE! Personalized Gift Catalog.
The Gadget House
5 Bond St., Great Neck, N. Y.

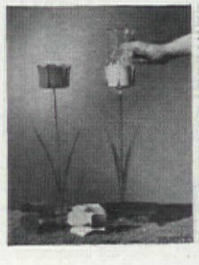
GIVE HIM A VISION-AIDE STAINLESS STEEL MIRROR SHIELD



$1.00 Postpaid
Money Back Guarantee

Prevents deposit of rain, snow, ice, on outside mirror—a REAL SAFETY FEATURE! Eliminates glare, improves rear vision. Easy to install—no tools needed! Adds streamlined beauty to your car.

Arthur H. Kitson, Inc. P.O. Box 5151, Detroit 36, Mich.



DIG THESE TULIPS into the earth next to your outdoor relaxing chair, and you'll find them wonderful coasters for a tall glass or a bottle of coke. Ideal Christmas gift. All metal, 22½" over-all; stems and leaves are green, flowers assorted colors. Set of 4, $3.95 ppd. Also with black leaves and brass finished cups, **$4.50** per set ppd.

Mrs. Ann Woodward
Dept. AH, 3012 S.E. Parkway, Richmond, Ind.

TV STAND

LOWEST PRICE EVER! **$2.95**



Wrought Iron. Rubber tipped feet. Decorative brass brackets. Shipped knocked down. Send check or money order

18" HIGH

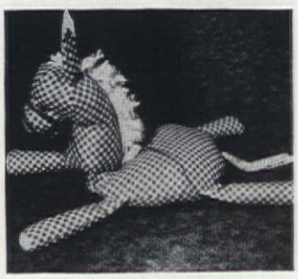
ADAMS INDUSTRIES, Box 681, Easton, Md.



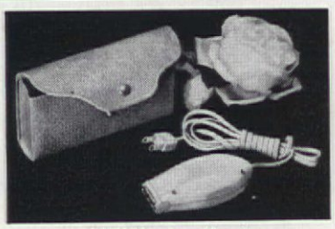
FAMILY HANGS TOGETHER from a bracelet we nominate as the perfect gift for the family to give mother or grandma. Each quarter-sized locket charm engraved with a first name and birthdate of one of her chicks opens to hold his picture. Sterling silver or gold-filled. Bracelet, $4. Each engraved disk, $3.50 ppd. Tax incl. Wayne Silversmiths, 546-A S. Broadway, Yonkers, N. Y.



A PIGTAILED PACKING MAMA of a large doll family will love bright red plaid luggage for their clothes when they're going places, or for taking her own duds to dancing school or her nightie for an all night visit at grandma's. Each is decorated with her first name. 7" hat box, $1.75. Trunk (12 x 8½ x 4"), $1.89. The matching set, $4.50 Ppd. Meredith's, Evanston 3, Ill.



BOUNCING BABIES will adore a Pony Seat covered in red or black checked gingham and filled with foam rubber. He has a woolly mane and tail, and though he looks a little skittish he'll be no trouble to handle. Wonderful up-front seat for a TV cowboy, auto seat, or just a cuddle toy. Completely washable. Approx. 12 x 18". $6.95 ppd. Youthcraft, Dept. A-11, P.O. Box 65, Englewood, N. J.



NEW! Ladies' Electric Razor, $3.95

Now, with new scientifically designed electric razor, legs and underarms can have new beauty . . . guaranteed to stay satin-smooth twice as long! Fully tested for extra-close dry-shaving comfort, with no coarse regrowth. Cannot cut or irritate most sensitive skin. Powerful, A.C. Special at $3.95, ppd., money back guarantee. Gift boxed. Check or M.O. to Mrs. Fields Shopping Service, Dept. AH, 237 Huguenot St., New Rochelle, N. Y.

TOPSY SIDE UP EVA SIDE UP



TOPSY AND EVA

Combination Doll, "2 dolls in 1", from the Deep South . . . made entirely by hand and hand painted! Lovable Topsy, gowned in long flowing red percale print, trimmed in white and red . . . reverse doll and you have charming Eva of the golden hair, dressed in blue percale print . . . dainty style and pattern. Cosy size (15" tall . . . gown 40" around). Soft dolls nothing to break or remove . . . to love for years. $4.95 ppd. No COD's. Carol Beatty, Dept. A-P11 7410 Santa Monica Blvd., Los Angeles 46, Calif. Send for FREE Gift Catalog of 300 selections.

"GAME BIRD" MUGS, PLATES



Made by makers of the famous "KIRK" China—the perfect gift for the "hard-to-buy-for". Natural color—gold trim—finest quality vitrified china. Mugs hold 32 oz.—10¼" plates. Canadian geese illustrated—mallard ducks, pheasants, grouse also available. Mugs—**$5.95** each or any **4—$22.50** PPD. Plates—**$4.50** each or any **4—$16.75** PPD. Order now for Christmas. Sorry no C.O.D.'s.

HERITAGE HOUSE, INC. 1035 Forbes Street Dept. C Pittsburgh 19, Pa.

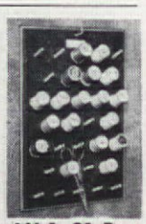


CUPID AND VENUS decorate a fancy old-fashioned black cast-iron match box, and what's a kitchen without big matches to light the candles or set a pudding aflame? 6½" x 3⅞". **$2.50** postpaid. Illustrated brochure on Request.

WITS' END
221A Bellevue Ave., Upper Montclair, N. J.

SPOOL BOARD

holds 32 spools of thread, keeps every color and kind at your fingertips. Hang on back of closet door; unhook and place beside you when sewing. Ideal gift. $1.95



BUY-PRODUCTS, Dept. AH-1, 21 Roslyn Rd., Grosse Pointe Shores 36, Mich.

ANTIQUE AUTO COPPER SCATTER PINS



1" replicas of Model T Ford, '03 Cadillac; '09 Stanley Steamer. "Park" them on suit, hat, dress or scarf and note the comments! Set of 3—$2. ALSO Earrings (pr); Cuff Links (pr); Tie Clasp; ea. $1.50, ppd., tax incl.

Order several sets for gifts.

ROSLYN HOFFMAN
656 Broadway AH New York 12, N.Y.



FREE DELUXE SAMPLE CARD
FREE ALL NEW 1954 FOLDER
MONEY BACK GUARANTEE

COMPARE BEFORE YOU BUY

For that heart-warming Christmas greeting that your family and friends will cherish thru the years there's nothing to compare with an original ROY PHOTO Christmas Card. Your favorite snapshot of family, baby, home, pet, etc. makes your holiday wishes individual and personal. Send negative and 3¢ stamp for a FREE DeLuxe Sample Card by Dec. 1st—no obligation—negative returned with sample (we will make negative from your photo—50¢.) Valuable free gifts for you if your order is received before Nov. 15th. Satisfaction Guaranteed. Write today.

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☐ I am enclosing (Check or Money Order) $_____ for _____ cards and envelopes as illustrated (20 for $1.00 plus 10¢ for shipping.)

☐ Please send Free sample DeLuxe Card (3¢ stamp enclosed)

○ Negative enclosed ○ Make neg. from photo enclosed—50¢ herewith

☐ Send Free new 1954 Greeting Folder

Name_____

Address_____

City_____ Zone_____ State_____



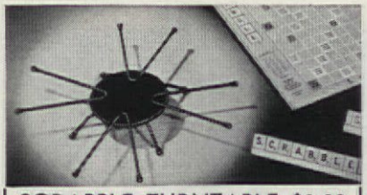
Give him a NIMROD GUN RACK

Handsome, decorative. Secure place to display cherished guns. Choice *solid* walnut or *genuine* knotty pine.

NIMROD HORIZONTAL		NIMROD "Masterpiece"
4-Gun	$ 9.95	UPRIGHT — Hangs, or
w/Steel Guard-Lok	$13.95	stands on floor — with
6-Gun	$12.95	Covered Steel Cabl-Lok
w/Steel Guard-Lok	$17.95	and Drawer $29.95

Clip this ad and mail check or M.O.
We ship postpaid — 48 hours. Money-back Guarantee.

THE NIMROD CO. (Div. Geo. Marnhout Co.)
Dept. 1154-C, 1701 Arch St., Phila. 3, Pa.



SCRABBLE TURNTABLE $2.00

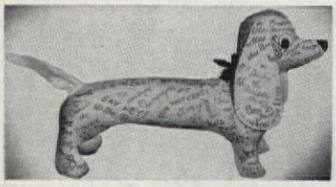
No More Scrambled Scrabble!

The best yet! Strong black Wrought Iron with rubber tipped arms keeps board firm and flat. Turns easily—no twisted necks. Makes perfect Lazy Susan with plate or tray; 13" diam.



SCRABBLE TIMER $1.00

Cute-as-can-be 3 minute timer keeps game running smoothly! Colorful; wood; 3" high; gift boxed. You'll love it!



CUTE AUTOGRAPH HOUND $2.49

A lovable pooch for collecting treasured autographs . . . becomes a keepsake! 20" from nose to tail; adorable rolling eyes. Solidly stuffed poplin for smooth writing.

SMART HANDBAG CARRYALL $1.00

End handbag fumbling! 9 expanding pockets hold everything you need . . . transfers from bag to bag! Colorful taffeta; 8 brass corners; 7" x 3¼". How many?



NO COD'S

Gift FREE! **MASTERCRAFT** 212A SUMMER BOSTON 10, MASS.

GIFT 'N GADGET CATALOG

FOR Fun and PROFIT!

Money-making "Do-It-Yourself"

CHRISTMAS KITS!

It's Easy! Make them for yourself, give as gifts, or sell for profit!

Driftwood FOLIAGE KIT



GOLDEN DUCHESS

Take orders from friends, stores, clubs. Selling in shops from $15 up! Instructions! Add 20c postage.

4.45

White Feather XMAS TREE



Approx. 15½" high

Re-sale Value 7.50 Ea.

2.25 Ea.

3 for 6.25 P.P.

Snowy white feathers, trimmed with spangles. Complete with stand....

Catalogue sent FREE with First Order. Send Check or Money Order, no C.O.D.'s or Stamps.

Postpaid orders U.S.A. only. Send 15c for Catalogue, receive Jewelry Sample as gift.

HOBBY MART, INC. Dept. N, 604 Penn Ave. Pittsburgh, Pa.

"All I Want for Christmas" is a FLEA-SCAT PAD



Kills Fleas and "B.O." WHILE PETS SNOOZE

Give your dog luxurious comfort, relief from scratching, death to fleas, restful sleep in cedar fragrance. Do away with messy powders and sprays. Pets prefer **Flea-Scat Pad** to softest chair. Flea-killing inner pad is effective for many months.

Money-Back Guarantee

Regular Size—15x28 in. **$2.98;** Extra inner pad $1.50.

Super Size—28x36 in. **$4.98;** Extra inner pad $2.95.

ONLY $2.98

Gift Wrapped if requested.

Liquid Chaperone Keeps pets out of gardens. **$1.**

Powder Chaperone Keeps pets off furniture. **$1.**

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Captain's Chairs

FULLY ASSEMBLED • READY-TO-PAINT



WITH SADDLE SEATS! Choose Either Style **2 for $14.95**

The finest glue and dowel construction with saddle seats and bent wood backrests for a full lifetime of comfort and service. Smart clean lines that make them at home in any room. **Solid birch or maple** sanded silky smooth ready for you to paint, stain or lacquer. These chairs are **full size**—seat 17" x 16½", overall height 28½".

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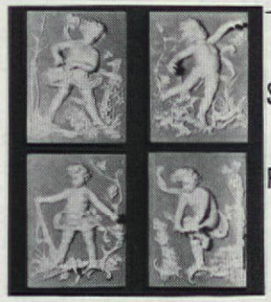
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The set only **$5.95** ppd.

The spirit of Spring, Summer, Autumn and Winter is superbly captured on these four imported Wedgwood reproductions in porcelain bisque. Chalk-white sculptured figures pose against pale green or pink backgrounds in bas relief. Each plaque is 3¼" x 3¾" x ½", comes ready for hanging or have them framed. A truly exquisite grouping . . . the price belies the value.

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55K Chadwick St., Boston 19, Mass.

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No drilling on tile, no holes. Solid LUCITE rings attach to any wall including tile with rugged adhesive we provide. Rings save space in bathroom, kitchen or bar . . . or mount them on back of door. In milk White with Clear LUCITE rings or all Black LUCITE (please specify). For yourself . . . for gifts!

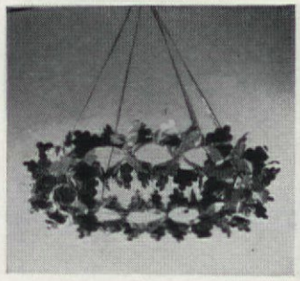
A. Single (5½") $1.75 B. Diagonal (11") 4.75

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MICHAELS SPACE SAVERS

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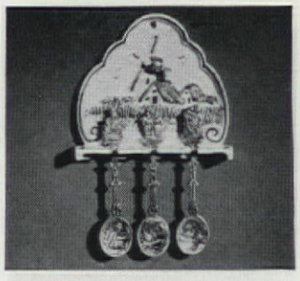
CHRISTMAS FOIL. All that glitters is not just gold, it's silver, red, green, pink, lavendar, and all the sparkling colors of Christmas wrapped into one rainbow wreath 20" across to hang from gold ribbon in the front hall, suspend over your holiday table. We wish we had colored words to describe how gay it is! $1.95 ppd. Adele Green, 181 E. 87 St., N. Y. C. 28.



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A LITTLE DUTCH MILL decorates a replica of a Delft china spoon holder from which are hanging three 3½" silver-plated spoons topped with Dutch figures and with views of Holland in the bowls. A cute Zeider Zee touch for your kitchen wall, or to give as a small Dutch treat. $1.25 each; or 2 for $2.35. Add 25¢ postage. Foster House, K11, 430 South Jefferson, Peoria, Illinois.



Old-Fashioned Christmas ?

have it the modern way with

"Twinkler"

MAKES YOUR TREE THE ENVY OF THE NEIGHBORHOOD!



Your tree lights can dance and twinkle like the candles of Grandmother's day. TWINKLER does it—safely—by turning each string on and off at a different rate, achieving a beautiful twinkling effect. Delights children — gives years of service. Operates three to six strings. *All components U/L approved.* Makes ideal gift — order several today!

ppd. **$2.95** (TWO for $5)

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59c each two for $1.00 ppd.

Here's the *cutest* baby whale that actually spouts when placed in water. A Christmas stocking delight for youngsters. State choice of pink, blue, red, or yellow. Gift boxed. *Write today!*



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No Clamps — No Screws — No Bolts

Complete with stand and 3 cutters

Now — for LESS MONEY — you can enjoy the perfect cutting, easy-to-clean and operate HOLLYWOOD SALADMAKER. Newest development in food cutters — chops, peels, waffles, slices, strings, crumbs, grates, shreds. A must for preparing quick meals, canning, freezing, baking, baby foods, vegetable juices, salads, etc. Beautifully mirror-polished with 3 CHROME PLATED, SOLID STEEL BLADES. Postage paid if check with order. PRICE ONLY **$12.95** Higher Outside U.S.

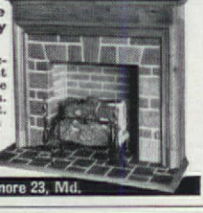
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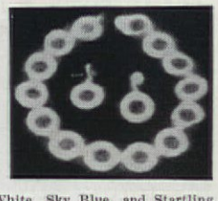
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Even Shells Lobster Claws

Lightweight . . . Aluminum . . . Teeth of finest steel. Attractive gift box.

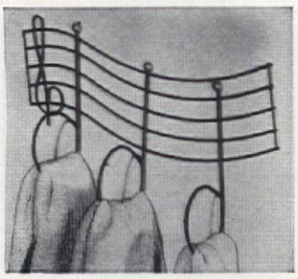
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YORK NUT SHELLER CO., Inc.

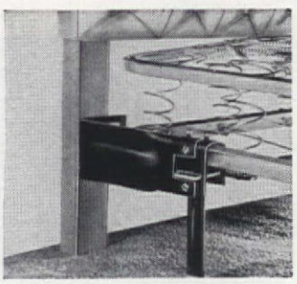
BOX 1631-A SAN ANGELO, TEXAS



BELLES WILL BE RINGING. These wee 4½" angels not only rang a bell with us, but everyone in the office wanted to carry them off. Dressed gaily in red as Mrs. Santa's helpers, one bears gifts, one a lighted candle, and one a tiny Christmas tree. For a Christmas table to ring for dessert, a gay gift, or just decoration. Each $1; set of 3, $2.95. Ppd. Ward Phillips, Carpentersville 5, Ill.



START THE DAY WITH A SONG in your shower and reach for a towel hung from a tuneful rack shaped like a staff of music with 3 brass-tipped notes to provide 4" rings for towels. 15" long, of wrought iron, this could also give a fresh pitch to a powder room, be a gay note holding kitchen towels for a singing cook. $2.95 ppd. Here's How, Dept. AH-R, 590 Third Ave., N. Y. C. 16.



A SUPPORTING ROLE. A full Hollywood headboard bed can be set up with 8" legs that fit any metal bed spring, coil or flat, and have brackets to attach to any wood headboard. Extension plates are included to permit joining to wider headboards from conventional bed frames. Complete set with instructions, $7.50 plus 50¢ postage. Jore, Dept. AH, 78 Fifth Avenue, New York 11, N. Y.

THIS 39½¢ STORM WINDOW

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SAVE $100 OR MORE

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Imagine a storm window that weighs less than 8 ounces —yet seals out wintry blasts and weather like magic! Flexible like rubber! You can punch it, kick it, even tap it with a hammer and it springs back—never shatters! This amazing new type storm window is as **TRANSPARENT** as **CLEAR GLASS!** Not affected by snow, sleet, rain, dampness, because it is **100% WATERPROOF.** Resists climate changes—won't crack even at 25 degrees **BELOW** zero!

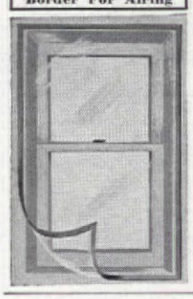
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On a windy day hold a lit match just inside a closed window. It will blow it out. Put up a Trans - Kleer window. Match will NOT blow out—EVEN IF THE REGULAR WINDOW IS OPEN!

TRY ONE AT OUR RISK!

We sold over 1,000,000 of these new type storm windows last year and the supply ran out—thousands of folks were disappointed. Avoid this by rushing your order **NOW! SEND NO MONEY.** Write us today for your supply. Pay postman only **3.95** plus a few cents postage on delivery. Test **ONE** window. If not delighted, **KEEP THE WINDOW** and return the remaining **TRANS-KLEER** and get your 3.95 back, no questions asked. If you wish to save postage, send 3.95 check, cash or m.o. with your order. **WRITE TODAY** to:

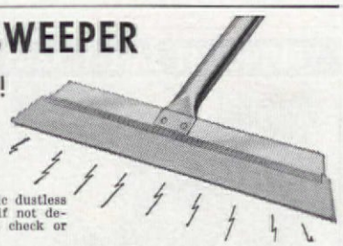


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(Canadians: Send orders to **THORESEN CO., Dept. 195-M-47, 45 St. James St., West, Montreal 1, P.Q.** Add $1—total $4.95. Avoid tariff.)

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Sweeps floors perfectly clean by magnetic action! No dust —not a speck left behind! Actually draws up lint, hair, threads, sand and grit that resist old-fashioned sweeping methods. Slim compact rubber blade gets under radiators and furniture—into corners no broom can reach. If you suffer from dust allergy or if infants play on your floors, you can't afford to be without it. Electrostatic dustless sweeper, only $3.95 delivered. Try it for 10 days—and if not delighted, return it for full purchase price refund. Send check or money order today. Write for FREE Catalog of Gifts.

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Holds a full carton either regular or king size . . . releases one pack at a time. Shows how supply is holding out. Antiqued pine with amusing verse. **$1.75 ppd.**

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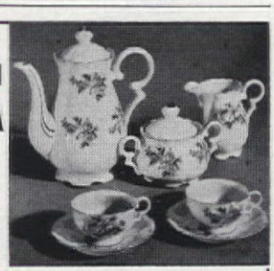
Made of top grade, butter soft leather. Excellent workmanship plus hand detailing. Fine fur lining from Australia, the best source. Two year guarantee from only manufacturer who will guarantee gloves in writing. Colors: Black, Brown, Red, White, or Beige. Sizes: 6–6½—7–7½–8. *Our factory price only* **$4.95** *ppd.* This glove retails at $7.50.

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17-Piece Demi-Tasse Set

$6.50 postpaid



Elegant for after-dinner coffee . . . imported reproduction of the famous Dresden "Moss Rose" pattern gives you all the graceful delicacy of the original at an unbelievably low price! Set includes 7½" pot, covered sugar & creamer, six demi-tasse cups and saucers, all in white china sprinkled with pink rosebuds. **REGULAR SIZE TEA SET** Large pot, sugar and creamer, 6 cups and saucers **$10.95**

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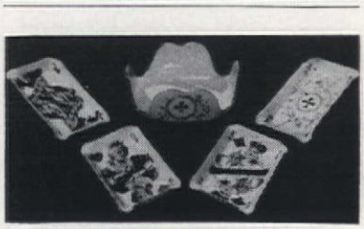
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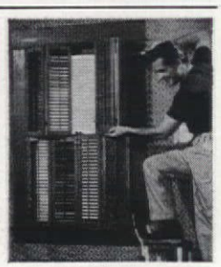
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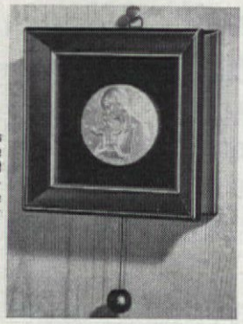
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MORE FUN and healthy exercise than you'll see in any toy. Kids grab Bucking Bronco's easy-to-hold-on-to handlebars, jump on his back, and off they go! Boy or girl, every child can ride the road to adventure on their very own lifelike pony. **BIG**—over 30" in height, yet easy for your child to mount. **SOLID**—stays in one spot no matter how hard he's ridden. **SAFE**—broad and wide with low center of gravity to prevent spills and tumbles. **STRONG**—tubular steel frame, heavy duty chromed steel springs, adjustable for size. **CLEAN**—molded one-piece broad-backed body, colorfully enameled in smooth, washable, non-toxic colors. Your satisfaction, as always, is fully guaranteed.

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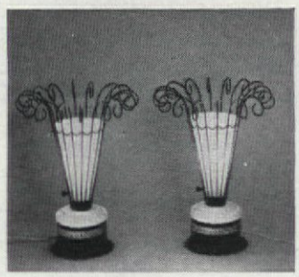
TROUT BASKET COMES FILLED, not with trout (that's up to the family fisherman) but with good New England taste treats to take along on the fishing trip, or to enjoy now. A can each of New England-style clam chowder, brown bread, and baked beans. Red-ribboned basket 12 x 7 x 5¼". $5.25 ppd. (Add 60¢ W. of Miss.) Maine's Mass. House Workshop, Lincolnville 6, Me.



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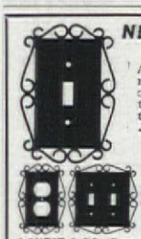
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Prevents dangerous falls . . . keeps your child safe and sound all thru the night! Youthcraft Safety Rails fit any bed, can be used at home or while visiting. Easily attached and removed for storage—or leave them on bed permanently. Made of solid maple in attractive furniture finishes: Wheat, Maple, Walnut, Mahogany or White. Don't take chances with your child's safety . . . order your Safety Rails now! **UNCONDITIONALLY GUARANTEED.**

For Hollywood beds, beds with metal tails, and all cots—$6.95 each side (specify type of bed).

Express charges collect. Send check or M.O. —no C.O.D.'s, please.

YOUTHCRAFT
P.O. Box 65 Dept. A Englewood, N. J.



NEW WROUGHT IRON SWITCH PLATES

An attractive, practical and durable electric switch ornament of sturdy black metal, designed to add warmth and beauty to the walls of any style home . . . from Provincial to Modern. Fits over any wall switch or outlet. Ideal for any room. Single switch or duplex outlet **$1.35** each. Double switch **$1.65** each. Triple switch (not shown) **$1.95** each. (No C.O.D.'s) We pay postage. **Money refunded if not delighted.**

LAURIE & CO., Dept. 1-R, 507 5th Ave., New York 17, N.Y.



MOSAIC TREASURES

This 6 link 5/8" bracelet consists of inlaid spun enamel—red roses on black, handcrafted by Florentine craftsmen. Truly beautiful. Bracelet $6.60. Earrings $2.75 ((screwbacks or pierced), Set $9.00. Add 25¢ Airmail. Free Catalog. *Money back guarantee.*

ALPINE IMPORTS Dept. AH-2, 505 Fifth Ave. New York, N.Y.



ONLY $1.95 each plus 45¢ postage & handling (total $2.40).

3 Sets Only $5.50 plus 85¢ postage & handling (total $6.35). No C.O.D. please.

6 pc. KIDDIES Breakfast Set This gift for children is so unusual, so different—yet so practical—you'll have a hard time keeping the rest of the family from "borrowing" it. When not in use, it nests into an adorable clown 7½" tall. For use, it separates into 6 practical pieces of dishware—a plate, a deep cereal bowl, an all-purpose bowl, an egg cup and saucer and a salt cellar. Imported porcelain, multi-color full-glaze, finish. An out-of-the-ordinary, practical gift that won't be duplicated. Guaranteed to delight or money back. EXCLUSIVE—not sold in stores. Immediate delivery.

DRESDEN ART WORKS
Dept. 613, 169 W. Madison, Chicago 2, Ill.

PARK YOUR BOOTS HERE!



Only $1.25 ppd. Smart resting-place for wet boots! Also, use at doorways to protect rugs! Semi-transparent; doesn't "hide" rug color or pattern. 18 x 36" good looking, long-wearing vinyl. For you—for gifts! SEND ONLY **$1.25** EACH BOOT MAT TO:

FREE Catalog of UNUSUAL Gifts!

GENEVA HOUSE (Dept. 44), 670 N. Michigan, Chicago 11, Ill.

BUBBLE BLOWING FISH

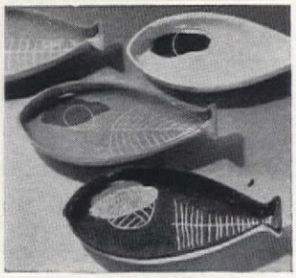
Lustrous, white-ceramic fish 5½"x5", accented with gold. Ideal wall decoration for bathroom, especially in pairs. Iridescent white bubbles are hollow in back for easy hanging. One fish plus 3 bubbles, postage $1.25 paid .....



FREE GIFT CATALOG

ADRIANE

1101 Park Square St. Paul, Minnesota



WE'RE OFF THE DEEP END over fish dishes cooked up to the modern taste by artist-potter Larry Lushbaugh. Chocolate brown, forest green, white, or teal blue ceramic, each has a freehand scraffito underglaze decoration. Net them for use as ash trays, for hors d'oeuvres, salads. 8 x 4½". Set of 4, $6.35 ppd. Carmel Work Center, Dept. AH, P.O. Box T-1, Carmel-by-the-Sea, Calif.



JAM PACKED with Christmas goodies, this Rustic Hot Roll Basket of hand-woven willow holds three 5½-oz. jars, one each of Apricot with Kernels, Oregon Strawberry, and Seedless Red Raspberry; one individual-size Christmas fruit cake; jumbo Oregon walnuts and filberts, all decorated with forest cones and greens. $4.75 ppd. Jane Amherst, 1912 N. Argyle, Portland, Oregon.



PRESENT PERFECT for Christmas giving—your own homemade cookies. Package them in icebox dishes, gay boxes, bread baskets—but make them yourself. With a Cookie Chef you can turn out 7 kinds in short order. Of lightweight aluminum, it expels them with a trigger action, dial controls thickness. Also 3 decorator attachments. $4.95 ppd. Glasscraft, 920AH, Chicago Ave., Evanston, Ill.

A Personalized Xmas Gift

"NEW TWO-TONE RUBBER DOOR MAT"

ORDER YOUR FRIENDS' NAME OR YOUR OWN — PERMANENTLY MOLDED IN THIS LARGE 18" x 28" TWO COLOR RUBBER DOOR MAT



EVE ARDEN
Star of "OUR MISS BROOKS"



EACH MAT BEAUTIFULLY GIFT WRAPPED

Gift for: Weddings Birthdays Holidays

ONLY $5.45

ANY WORDING

The Nelsons — Bob & Joan
Hill House — El Rancho

BEAUTIFUL COLORS — Choice of Brick Red, Garden Green, Jet Black, Powder Blue with Ivory Letters. All letters are Ivory regardless of color of the mat.

7000 RUBBER SCRAPING FINGERS Clean automatically, self draining. This colorful two-color personalized mat makes your doorway more attractive, shortens housework year after year. pat. pending

ORDER TODAY—SEND NO MONEY

R. L. MITCHELL RUBBER CO., Dept. A-9
2122 San Fernando Rd., Los Angeles 65, Calif.
Send personalized Mitchell Mat with name shown below in.....color. (Name one background color only.)

(Print carefully, no more than 13 letters.)

I will pay postman $5.45 and small C.O.D. and postage charge when it arrives. If not satisfied, I may return it in 7 days for prompt refund.

Ship to.....

Street Address.....

City & State.....

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With a Protexem Paint Brush Conditioner

Softens hard as rock brushes and makes them like new. Provides safe place to store pure bristle or nylon brushes. Keeps brushes soft and always ready for use. Brushes do not hang in liquid. Vapor penetrates brushes and dissolves binding oils in paint, varnish, lacquer, enamel and shellac. GUARANTEED. Complete unit with pint of vaporizing liquid, postpaid $3.35

Two Complete Units, postpaid... $5.90

Extra Liquid, 2-Pts., postpaid $1.70

Send for FREE Bulletin "Brush Cleaning Hints"

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Dept. A, Dousman, Wisconsin

THRILL your boy with this CHRONOMAT watch



DIRECT FROM IMPORTER TO YOU **7.98**

- Accurate, Dependable Timekeeper
- Chronograph Dial
- 2 Push-Buttons, Stop & Start

Try to beat this bargain ANYWHERE in America! 4-in-1 imported Stop Swiss CHRONOGRAPH and an accurate Wrist Watch combined. It's a tachometer, telemeter, DOUBLE Push Button STOP watch. Measures SPEED and DISTANCES accurately. Ideal for Sports events, Track meets, Lab experiments, etc. SPLIT-SECOND calibration, unbreakable crystal, sweep-second hand, luminous numerals and hands, sturdy SHOCK RESIST case in Natural Gold Color. It's a watch with a mechanical brain. A wonderful gift for all active boys because it's so sturdy and withstands normal rough usage. FULL INSTRUCTIONS, leather strap and gift case given with each watch. 5 DAY TRIAL—Price back QUICK if not satisfied. ORDER TODAY. Send check, cash or m.o. for 7.98 for prompt, prepaid delivery. COD's sent plus postage. RUSH! Supply limited.

THORESEN'S, Dept. 195-M-236
352 Fourth Ave., N.Y. 10, N.Y.



"WE'LL BUILD A LITTLE NEST" BANK

Of white birch with hand carved, brilliantly colored perching birds. Bank is 5" high by 3¼" diameter. Equipped with sturdy, miniature padlock and 2 keys. BANK—$3 each, 2 for $5 postpaid.

ORIGINAL SWEDISH ANGEL CHIMES

"When the Candles Burn, the Angels Turn" Polished, heavy gauge solid brass, 13½" high with 5" tray. Individually boxed includine 4 candles.

#1 CHIMES—$2.50 each, 2 for $4.50 postpaid.

#2 CHIMES—similar to above with smaller tray. $1.95 each, 2 for $3.50 postpaid.

Hand dipped candles in red or white—50c box of 12.

Send Check, Cash or Money Order

SCANDINAVIAN IMPORTS
KITCHAWAN 2, NEW YORK



3 TIER PLANT STAND
Only $7.95



Sturdy—and pretty. Perfect anywhere in the house. Rust proof, rubber tipped feet. In black, white or pink. Measures 24" x 19" x 31" high.
Also 2 tier stand like above, 24" x 19" x 25" high. $6.95.
Add $1.00 postage—$1.75 west of Miss.

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Genuine BRANDED
CALFSKIN RUGS



Everyone loves these handsome silky calfskins . . . they're so perfect for the den, hall or bedroom. Soft, yet durable. Sueded back. 3 initial brand (print initials wanted) lends authentic personal note. Choice of black or brown with white.

App. 5 sq. ft. **$10.95** PPD.
App. 6/7 Sq. Ft. $14.95 PPD.
Branded $2.00 EXTRA

FREE Gift Folder
Guaranteed—No C.O.D.'s

BRANDICALF Dept. A11-4, 157 Federal St., Boston 10, Mass.

DESK SET



Whether Madam is writing a love letter or a message to the milkman—this beautiful, rose-sprigged chintz desk set lends just the right note to note-writing. Pink blotter pad (19" x 12"), lucite letter opener, hand blotter and calendar—all for $3.95 plus 25¢ postage. (Send for NEW gift catalog—it's FREE.)

adele green 181 East 87th St., New York 28, N.Y. Dept. AHX-11

Postmarked
VATICAN CITY or PARIS



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Christmas Cards not available in U. S. A.

For your MOST important friends

A wonderful way to send Season's Greetings with your signature hand-signed in old-world script. Multi-color reproductions of original religious masterpieces, postmarked Vatican City . . . Multi-color debonair winter scenes by Monique Leroux with a true Parisian flavor, postmarked Paris . . . addressed and mailed from abroad. Simply send us your list—we do all the work. Specify City.

Typical card will be submitted with order confirmation. Money back if not fully satisfied.

12 Cards $3.50 (foreign postage incl.)

OLD WORLD CHRISTMAS CARD CLUB
Westbury 20, Long Island, New York

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In Doors! Out Doors!



TEPEE TENT

Watch the kids amuse themselves hours and hours with a real Tepee Tent! Sets up easily indoors with suction cups; outdoors with pegs. 48 in. high, 15 ft. around, decorated in 4 colors with REAL INDIAN SIGNS. Tent complete with pole, pegs and suction cups only $4.95 postpd.



Magnifier Pencil

Gift of 100 Uses $1.50 ppd.

Here's the just-right gift for every home or office! Removable magnifying glass makes it wonderfully easy to read address, phone numbers—other hard to read print. The automatic, eraser-topped pencil is right at hand to jot things down. Fits snug in rich 24K gold tooled plastic case.

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Ocean liners and freighters leave port with funnels "smoking" for far-away places—the tugboat and scows move busily by—all powered and guided by a simple magnetic control rod. Island dock, cargo shed and lighthouse included. $2.95 ppd. No C.O.D.'s

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HOME BAKERS-Attention!

We sell all unusual baking equipment, including krumcake irons, rosette forms, cake molds. Also eclair and Mary Ann pans, cream roll horns, cake dolls, and excellent selection of foreign recipe books. These make wonderful gifts, too!

DO YOU DECORATE CAKES?

Our complete line of cake decorating supplies offers pans of all sizes, syringes, bags, tubes, instruction books, tiered stands, paste colors, various ornaments.

Write today for your free catalog.

Maid of Scandinavia Co., Dept. J, 3245 Raleigh Avenue, Minneapolis 16, Minn.

FABULOUS FINDS!

75—COLONIAL DOOR-KNOCKER. Solid Brass. 6½" long. Engraved with your name in **Old English** lettering, (maximum 12 letters including spaces). **$3.75**



76—BEDROOM KNOCKER. Solid brass. 4" long. Engraved with Given name only in **BLOCK** lettering. **$1.95**





77—FIVE BRANCH CANDELABRA. Solid brass. A centuries-old design which fits into any decor. Unusually well made. 14½" tall. Spread 13½". **$16.95**





78—PERPETUAL CALENDAR. Gives date, day and month. For the well-dressed desk. 4" x 1¾". Brass. **$1.50**

79—SET OF FOUR CHERUBS. Made of China, in brilliant colors. Perfect for Holiday gift giving. Approximately 3¾" high. Set of Four. **$2.50**

80—OX CART. Unusually well crafted of Ivorene. Looks like real Antique Ivory. Very decorative. 6" long. Rests on black wood base. **$1.95**



All items shipped Postpaid. No COD's Please.

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It's Just $1.00

OUR IMPORTED SEWING TAPE

Pretty, precious petit-point design as the top of this sensible and handy little tape line that home sewing finds a hundred uses for! It's a jewel of an import, with good cloth tape marked in easy-to-read inch-markings that won't wear off. An unusual find perfect for sew-at-homes! And it looks lots more expensive than our modest price of just $1. Postpaid. Order No. U790.

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RELIABLE SINCE 1818
BRECK'S of BOSTON
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Hand Crafted



$7.20 pair
Tax included

Postpaid *Sorry No C.O.D.'s*

The man on your mind will wear these cuff links to the office on December 27th—we bet you! They are beautifully handmade of sterling silver, and his cut-out monogram, linked to a sterling bar will make him the best-cuffed man in town. Allow 10 days delivery.

Send 10¢ for Christmas Catalog

Page & Biddle
21 Station Road, Haverford 5, Pa.

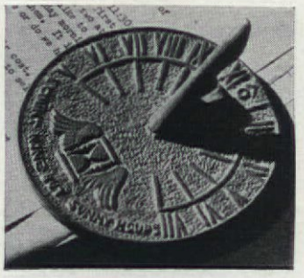
A MINIATURE DUTCH BASIN planter will have to satisfy us until we find room in our lives for the life-sized thing. Just 6½" high, 8¼" long, and 4¾" wide, it comes with a liner so that it can be planted. The little drawer pulls open with a small brass knob. Made by hand of knotty pine with a hand-rubbed finish. $4.95 ppd. In-Wood Co., Box 36A, Lawrence, Long Island, New York.



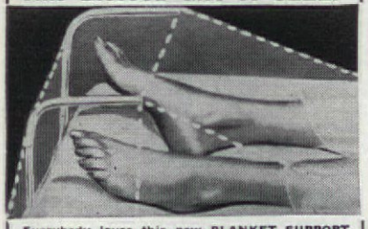
GOING TO RECEIVE MAIL. A smart wrought-iron rack sporting colorful tile insets makes a neat gift. It holds unanswered letters, a supply of stationery, or if you'd rather, paper napkins. *Flower* design shown, also *Flower Cart, Victorian Mansion,* or *Chanticleer Rooster* patterns. Please specify. 4¾" high. $2.85 postpaid. Old Guilford Forge, Inc., Dept. AH, Guilford, Conn.



I COUNT NONE BUT SUNNY HOURS is the inscription on this Sundial Paperweight, and somehow even a pile of bills seems less formidable underneath. A wonderful gift for a family you shared a happy summer with, a fellow-member of the garden club, or for your own desk. Antique bronze, 3⅜" across. $2.50 postpaid. Camalier & Buckley, 1141 Conn. Ave., Washington 6, D. C.



This Christmas
Give Yourself—Your Friends
This Blessed Gift of SLEEP



Everybody loves this new **BLANKET SUPPORT** because it frees their feet from blanket weight. NOW they sleep quietly relaxed and awake refreshed. The difference is truly amazing! Ingenious folding arms make a cozy, restful foot pocket indispensable to uncomfortable sleepers. Relaxes tensions that cause insomnia. Improves circulation, eases rheumatism and foot cramps. Increases electric blanket comfort. Enjoyed by arthritics and the aged. Fits any bed. Arms fold down flat when bed is made. Praised by thousands of restless sleepers, doctors, hospitals. Approved by "Foot Health Committee, N.Y.C." A Christmas gift guaranteed to please, or money back. Only **$4.75.** (Extra-fast mail, $4.98.)

BETTER SLEEP CO., Dept. 107, New Providence, N. J.



BURNS REFUSE SAFELY OUTDOORS

Tilt back hood—pour in refuse—ignite—close and safely burn damp, green, dry garbage and refuse to fine ash in any weather. Scientific draft design ends neighbor-annoying nuisance and fire hazard of flying ash, sparks, burning blowing bits of paper. Minimizes smoke, smell. Needs no watching. Ends refuse hauling and fire hazards to quickly pay for itself. Sturdily made of RUST-RESISTANT ALUMINUM BONDED TO STEEL. Recommended by Bureaus of Fire Prevention. Over 100,000 satisfied users. Model A—21½" sq. x 29" high—2 bu. cap. —$12.95 postpaid ($13.95 W. of Denver). Model B—24" sq. x 34" high—3 bu. cap.—$16.95 postpaid ($18.95 W. of Denver). Money back guarantee.

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Dept. AH-11, 4007 Detroit Ave.
Cleveland 1, Ohio



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COLONIAL FOOTSTOOL FOR ONLY $4.95

We ship you the beautifully made hard maple wood frame, with legs finished in maple, mahogany, or walnut (specify). Top and legs are separate for easy upholstering with your own needlepoint, favorite chintz, etc. Is a good size, measuring 14½" in diameter. Instructions for simple assembling and upholstering are included. Send **$4.95** plus 35¢ for packing and mailing to:

COSY LANE CRAFTS
315 Oak Knolls Avenue, Rockford, Illinois

Personal **PHOTO Christmas Cards**
from your own negative

25 FOR $1
plus 25¢ shipping including envelopes



Guaranteed by Good Housekeeping
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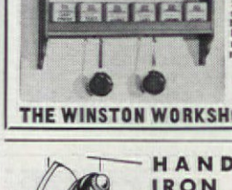
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FREE SAMPLE One order (25 cards) to a customer

Just send snapshot negative of your child, family, home, pet, etc. for free sample De-Luxe embossed Yulecard, from world's largest producer. Please include 3¢ return postage. Negative returned with sample and price folder. (If without negative, send photo and 50¢ for new negative.) See before you buy. No obligation. Satisfaction guaranteed. Offer expires Dec. 1. *T.M. Reg.

YULECARDS®, Div.—Mail-N-Save, Dept. A-3, Quincy 69, Mass.

KNOTTY PINE SPICE SHELF



A charming, hand-crafted gift by Bonnie and Ben Winston. 9" high. 2¾" deep. 18" wide. Hand rubbed to a mellow old pine finish. Shipped fully assembled. You must be delighted or money refunded. No C.O.D.'s please. **1.50** We pay Postage.

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HANDY ANN IRON HOLDER

HANDY ANN is the perfect answer to every housewife's constant problem. It ends tiresome waiting for the iron to cool before storing. HANDY ANN eliminates the worry and risk of leaving a hot iron out in the reach of children — ends a fire hazard. Provides handy, safe storage place for your iron.

BAKELITE MODEL $1.98
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Postpaid with remittance — satisfaction guaranteed

CANTRELL SUPPLY CO., INC.
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EARLY AMERICAN
LADDER-BACK CHAIR $6.75



Fully Assembled

Don't let the price fool you! Here is a chair of authentic design with a hand-woven fibre rush seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood. Unconditionally guaranteed!

Unpainted but smoothly sanded—$6.75. Light natural finish—$7.75. Mahogany, maple, walnut, cherry, or pine finish—$9.50. Minimum order: 2 Chairs.

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THINK OF IT! THEY'RE

5 FEET TALL

IN FULL COLOR
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TERRIFIC GIFT or PARTY GAG

The world's largest, most gorgeous, natural color prints—they're absolutely life-like. He'll love them. The ONLY LIFE SIZE Greeting Cards. Detachable Greetings don't spoil prints. Ideal for den, bar, playroom on walls, doors, screens. As wallpaper, set covers area 5'2"x10'6". Plain or with greetings for every occasion: Birthday, Christmas, New Year's, Hallowe'en, Get Well, Thank You, Party, Etc. Specify Girl & Greetings. (We'll sign & mail for you.) Size 21½"x62". In plain wrap. Order several—ONLY **$2.00** ea. Postpaid (Air Mail 50¢ extra ea.) All 6—**$11.00** PPD. Send Cash, Check, M.O. Money Back Guarantee. LIFE BLDG., Dept. A11-4, Redstone, N. H. *Send 3¢ stamp for ill. folder.*

"A FILING CABINET IN MY LIVING ROOM???"



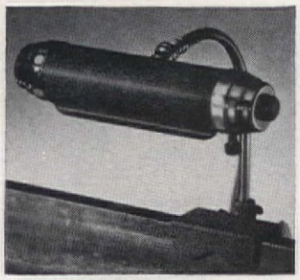
HUBBELL FILE CHEST
Height 28"
Top 22½" x 16½"



"I thought I'd hit the ceiling when he said our home should be as efficient as his office. Sure, we had receipts and important papers all over the house. Still, I didn't want any old file in my home. But I changed my tune fast when I saw the HUBBELL FILE CHEST. Most attractive piece of furniture in my living room . . . beautiful mahogany end-table . . . perfect file cabinet with one roomy filing drawer, and two utility drawers. And you make tremendous savings through HUBBELL'S DIRECT FACTORY PRICES."

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MUSIC IN THE DARK? Even if you play by ear, a guest performer may not. A neat, inconspicuous piano lamp beams the light on the music and not in your eyes. Metal in a "mahogany finish," 8½" wide, it holds a fluorescent bulb. Grand piano model, $7.50; spinet (also blond finish), $8.95; upright, $5.95. Ppd. Downs & Co., Dept. 3657, 816 University Pl., Evanston, Ill.



MAKE A MATCH a conversation piece the next time you entertain. Party Match Books are decorated front and back with beautifully colored pictures of native American wild birds. There are ten different subjects, and a box holds 25 match folders. Fill a candy jar with them for your coffee table, use them for bridge prizes. $1 ppd. Drumcliff Co., Dept. XE, Towson 4, Maryland.



LOOK-OUT WING MIRROR completely eliminates deadly "blind spots" both right and left, makes for safer driving. Attach clamps to your existing mirror, tighten turn-buckle on back, and you're ready for full, rear and side view, unobstructed vision. No tools needed. Fits any size or shape of interior mirror. $2.95 Postpaid. Gibson & Chase, Dept. A-10, 315 Fifth Ave., NYC 16.



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25¢ a day keeps Calendar up-to-date. Also totals amount saved. Amazing new Banclok forces you to save a quarter every day, or calendar won't move. Automatic saver for Xmas gifts, vacations, time payments. Fool-proof mechanism with key. Use year after year. Start saving right away. Pays for itself in 8 days. Order several. Reg. $3.50. Now only $1.99 ppd. Send cash, check or money order to: Leecraft, Dept. AD, 300 Albany Ave., Brooklyn 13, N.Y.

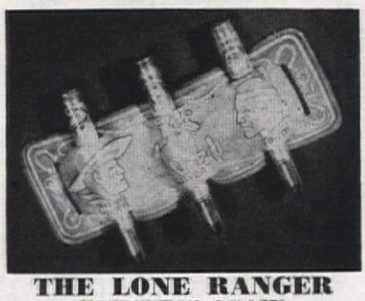


SOLID BRASS STAMP HOLDER

Only $1.50

Dispenses stamps as needed. A Smart desk accessory in gleaming, polished brass for home or office. Holds regulation rolls of 3¢, 2¢ or 1¢ stamps. Top snaps off and on for easy filling. 1½" high. Only $1.50 ea., 2 for $2.85 ppd. Satisfaction guaranteed. FREE gift catalog. Order from

RED OAKS, Dept. 162W, Winnetka, Ill.



THE LONE RANGER "WRITES" AGAIN

Here's ammunition to thrill every youngun on your list. It's an authentic cartridge holder with 3 ball point pen "bullets" that write blue, red & green. The Lone Ranger, Silver & Tonto are embossed on the leather holder that slips over a belt.

In Colorful Box too. All for..... **$1**

Special Price of 6 sets for $5

immediate delivery *send cash, check or m.o.*

WESTERN CLASSICS Box 4035, Dept. ALR Tucson, Arizona

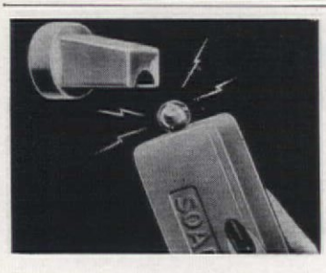
LAZY SUSAN COCKTAIL TABLE



In knotty pine, 34" in diameter and 20" high with a 16" revolving Susan. Handmade finished in a rich honey antique pine and well lacquered to prevent accidents. Hand-rubbed to a satin lustre. Only $34.95 express collect. No C.O.D.'s please. Free folder on request.

Handmade Reproductions of Early American Furniture

HEINRICH'S WORKSHOP ADAMS, NEW YORK (On U.S. 11)



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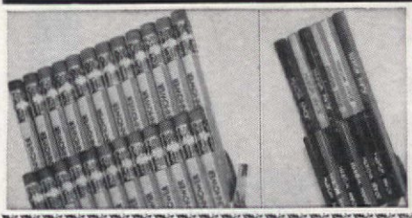
Keeps soap handy, high and dry. "Complete"—easy to install on any surface. Permanent Alnico magnet in plastic holder attracts and holds the stem which inserts easily into your favorite soap. Colors: WHITE, RED or BLACK. Gift-wrapped, upon request, mailed with your card to your gift list. *Money-back guarantee.* Attractively boxed. **$2** ea. postpaid

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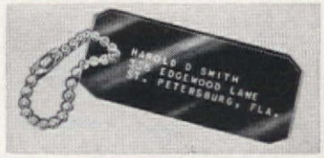
PENCILS WITH YOUR NAME IN GOLD

6 Pencils only **25¢**, 12 only **50¢**, 24 only **$1.** Always welcome this beautiful practical gift of fine quality pencils with smooth soft #2 leads and pure rubber erasers or different colored lead. Gift boxed. One name to each 25¢, 50¢, or $1 set. Print name desired clearly and specify black or colored lead.

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Personalizes stationery, envelopes, photos, checks, books, records, clothing—everything you own. Handsome black polished, plastic ALL-IN-ONE kit comes complete with automatic inker. Prints up to 3 lines. Compact size ¾"x2⅝" for pocket or purse. Makes a most appreciated personalized gift. Only **$1.**

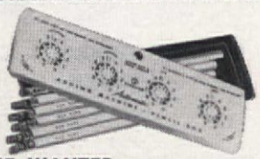




PROTECT YOUR LUGGAGE WITH LUCITE TAG

This handsome crystal-clear Lucite tag is unbreakable, wear-resistant: a distinguished practical way to identify luggage, keys or important valuable possessions. Comes with handy chain that attaches to handle, etc. Choice of Red, Blue, Green, Black or Clear Tag with name in contrasting color. Specify color tag desired. An unusual gift. Only **$1** each or 3 for **$2.50**

ADDING MACHINE PENCIL BOX WITH 12 PERSONALIZED PENCILS



Figures are fun when your child learns addition and subtraction quickly and easily with this amazing Automatic Adding Machine Pencil Box. Just dial the figures and the correct answer appears automatically! What's more, this attractive cream and red, washable pencil box contains 12 quality pencils personalized with your child's full name and stylus, only **$1.98.**

ALWAYS SPECIFY IMPRINT NAME WANTED

Write for FREE CATALOG *Send cash, check or money order to*

ATLAS GIFTS • New Hyde Park 31, New York



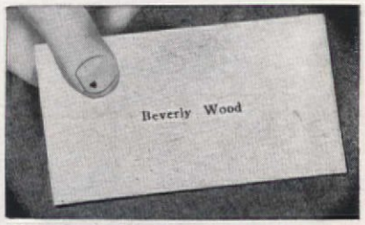
HOWDY DOODY JUVENILE ROCKERS

Boys and Girls; Ask your Mom and Dad to get you one of these famous juvenile HOWDY DOODY Platform Rockers, large enough for the largest child or low enough for the smallest to safely get in and out. Lasting Hardwood frame, finished in beautiful light Walnut finish. Upholstered with good quality plastic in Red, Blue or Green—Size overall 26" high, 20½" wide; seat 16" x 13½". Back and Seat softly padded. Seat has three no sag springs. Shipping weight about 27 lbs. Price **$12.95.** Express Collect.

Satisfaction Guaranteed

Please send check or money order (no C.O.D.)
Order early and avoid the Xmas rush.

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For Little Men and Little Women

KIDDIE CALLING CARDS

• Clever for "Playing House," "Tea Parties," or visits to Grandma's. Boys and girls love their own Calling Cards, and these are scaled down to just the right size. Printed on the same quality paper as many formal cards. Thrill every child on your Christmas List with Kiddie Calling Cards. In Simulated Leather Case. *Ideal for adults, too!*

100 Cards, postpaid, only **$1.00**
Please print plainly.
FREE: Send for Gift Catalog

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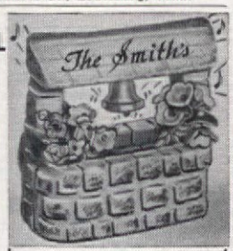
Charming

WISHING WELL PLANTER

With Dinner Bell That Actually Rings

And a Lovely Flower Garden

All for ONLY **50¢**



Miracle Plants Included

Produces a lovely indoor flower garden, quickly and easily. Simply add water. You'll enjoy a gorgeous display of Asters, Petunias, Marigolds, Zinnias, etc.

Bargain! To get new customers. Wishing Well helps make your wishes come true, and the gleaming silvery bell rings out a tinkling welcome! Makes a lovely centerpiece, or use on mantel, shelf, etc. Colorful hand-decorated ceramic with gold trim. 3½" high and 3" wide.

Satisfaction Guaranteed or Money Back

Available plain (without name) for only 50¢. However, for only 10¢ extra, we'll artistically hand-letter your name or any family name. Order several at this low price. Each Planter can be personalized differently, so that you can give them away as gifts. Add 15¢ to each Planter ordered for postage and handling. No C.O.D.'s please.

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Once-lovely, now-shabby down comforters re-covered like new for $11.95 in down-proof taffeta. Women admire Alden's exquisite craftsmanship. Absolute satisfaction guaranteed! Also re-covered in down-proof satins and sateens. Wool comforters re-covered too. And heirloom featherbeds transformed into cloud-soft, destemmed-feather-fluff comforters. Send today for

FREE fabric samples, testimonials and illustrated folder. © 1954

ALDEN COMFORT MILLS — AH Box 6070 — Dallas, Texas

This year send Photographic Christmas Cards

made from your own snapshot



This year, give beautiful personalized Christmas Cards made from your favorite snapshot negative! Reproduced on embossed, deckle-edged cards, 4¼" x 5½". *Often imitated, but never duplicated.* FREE SAMPLE: For sample card and illustrated folder, send negative and 3¢ return postage. (If no negative, enclose snapshot and 50¢ for new negative.) No obligation. Order now — avoid rush. Offer expires Dec. 1.

25 cards & envelopes only $1.50

plus 25¢ shipping (Ohioans add 3% Sales Tax)

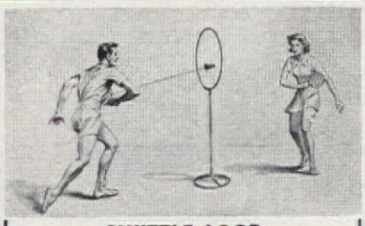
EXTRA SPECIAL! Decorative red and green holly-lined envelopes at no extra cost if you order cards direct from this ad!

Greeting Card Division
Associated Photo Co.
CINCINNATI 14, OHIO
Dept. A-2
P.O. Box 66



SAFETY GLASSES CASE

Saddle leather case. Stays in your pocket. Spring clip holds glass case firmly in pocket or on auto sun-visor. Finest workmanship. Best quality tan-colored saddle leather. Eliminates wear, soil to clothes. Protects glasses from normal breakage. Holds glasses firmly, protecting them from loss. Model 236, Glasses Case—**$1.50.** Model 237—compartments for pen, pencil, glasses—**$2.00.** Wonderful gift item. Order from NELSON'S, Dept. AH-11, Sierra Madre, Calif. No C.O.D.'s please. Postage Paid. **Send for Free Gift Catalog.**



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FASCINATING—STIMULATING

Game full of ACTION—play like **BADMINTON or TENNIS SETS up in a JIFFY**

only 10' x 4' space required

Nothing to injure persons or furniture—play in living room, recreation room, attic, basement, garage, porch, lawn, beach, etc.

IT'S A FAMILY GAME FOR ALL AGES

A WONDERFUL GIFT FOR THE HOLIDAY SEASON

Complete with 2 racquets, stand and loop, plastic shuttlecock, rules.

$6.95 complete, post paid, no COD's please.

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Ready-Built, fully assembled PAGODA ROOF CUPOLA for your garage, breezeway or ranch house that will fit any pitch roof. Made of pine, painted two coats white, 31" high, 18" square. Aluminum or copper covered roof. Needs only a screwdriver to put up in 10 minutes. With ALUMINUM covered roof, $39.50. With COPPER covered roof, $42.50. Express collect. Other sizes and styles from $16.75 to $149. Weathervane shown 19" by 20" made of COPPER, painted black. Choice of Horse, Rooster or Boat. Only $11.95 ppd.

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SLEIGH PLANTER

$1.00

Plus 25¢ Postage

Plant Not Included



4½" x 5½" x 9" LONG

AN ADORABLE COLONIAL SLEIGH PLANTER in sturdy Red and Green plastic. Ideal as centerpiece • For Candies • Nutmeats • or Cigarettes. Holds water or soil.

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DUTCH COFFEE MILL



Freshly ground coffee tastes better. Holds a pound of beans in airtight porcelain bowl with distinctive DELFT BLUE design. Decorative and highly useful . . . you select the exact grind you prefer. Metal parts and backboard in white enamel with DELFT accents. Handle is chrome with blue knob. Heavy glass measuring cup. Gives you out-of-this-world coffee.

$9.95 postpaid

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Box A Setauket, New York

Add 50¢ West of Mississippi. Money back guarantee.

DON'T BE FAT!

If you just can't reduce and have tried dieting, pills and tablets—try relaxing, soothing SPOT REDUCER, a massager that's tested, and has U.L. approval. Lose weight where it shows most! The relaxing soothing massage helps break down FATTY TISSUES, helps tone the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. When you use the SPOT REDUCER, it's almost like having your own private masseur at home. It's fun reducing this way! Lose pounds and inches quickly, easily, safely without risking health. For aches and pains due to overexercise. Also used as an aid in the relief of pains for which massage is indicated. Sold on MONEY BACK GUARANTEE! Reduce or NO CHARGE! **(FIRMS FLABBY TISSUE!)**



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Restores elasticity to sagging skin.

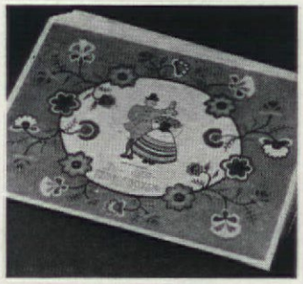
STANDARD MODEL only $9.98 . . .

AMAZING DELUXE MODEL only $12.98.

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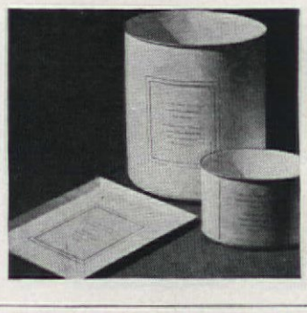
FOOD FOR TALK. Lunching ladies are bound to get around to exchanging recipes before the dessert is served, and they will love bright Swedish peasant place mats printed with delicious Scandinavian recipes, want to take them home as favors. You'll never have to launder these, they're paper. 20 to a package. $1 ppd. Maid of Scandinavia, 3245-AH Raleigh Ave., Minneapolis 16, Minn.



AN EPERGNETTE of American Handmade Glass can make something wonderful of any candlestick you own, convert it into an epergne. 6½" across, it holds a flower or small fruit arrangement at the base of the candle, holly at Christmas. $2.25 each. Ppd. (Tiny ¾" needlepoint holders, 25¢ each.) Dorothy Biddle Service, 1 Flower Art Building, Pleasantville, New York.



GOING TO DANCE AT A WEDDING? Send the invitation or announcement you receive to be made into what will be a cherished gift. Invitation is carefully mounted on one of these metal pieces, lacquered, gold trimmed and the entire piece antiqued offwhite. 14" high wastebasket, $6.95. 8" desk basket, $4.50; card tray 12 x 10", $4.95. Ppd. Taylor Gifts, Spread Eagle Inn, Wayne 4, Pa.





Old Fashioned Ice Skating Party

A QUALITY EUROPEAN IMPORT HAND PAINTED FIGURES

So realistic you almost expect them to spring to life! Charming costumes in full color, with painstaking regard for detail, authentically depict the mid-eighties.

Made of durable metal, they are accurately scaled to size (up to 3 inches high).

A wonderful wintertime setting for your table centerpiece, mantel, window or niche. A welcome, fascinating and educational gift for all children of school age.

Complete Set, 30 pieces . . $3.95 Post
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Diamonds from estates, banks, unredeemed pledges.

All diamonds reset in brand new modern mountings. Sold with a written iron-clad money back guarantee. Over 100,000 satisfied customers have bought diamonds from Berman's.

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See how *The Sound Way To Easy Reading* can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. University tests and parents' reports show children gain up to a *full year's grade* in 6 weeks. Easy to use. Write for free folder: Bremner-Davis Phonics, Dept. B4, 511 4th St., Wilmette, Ill.

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300 Printed Name & Address Labels 50¢

IMAGINE! 300 gummed labels—Nicely printed with your full name and address. Stick 'em on Letters, Pkgs., Envelopes, Etc. Put up in Handy Pad Form. Easily worth $1.00—Our price only **50¢!** Makes wonderful gifts for Xmas! Your money back if not entirely pleased! FREE leather-like cases on orders of 12 or more pads!

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Get your share of the thousands of dollars given away in contests **right now!** Get aid in contest winning you can't get elsewhere. Our members have won BIG CASH! "Contest Aids" contains valuable advice and explains everything. Contains winning entries in recent contests. Almost writes your entry for you! Answering this ad may make you the next BIG WINNER! Clip out this ad and mail with 10¢ today for "Contest Aids" and this month's bulletin of new Cash giving contests. ACT NOW!

EDITOR, WIN PUBLISHING CO., Dept. C
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$7.80 only postpaid

Pull the paper and enjoy the Music! Plays "Happy Days are Here Again".

Guaranteed Swiss Music Movement.

Send Check or Money Order and we pay postage; C.O.D. you pay postage.

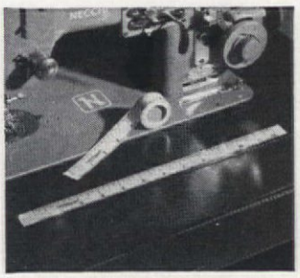
SIESTA NOVELTY P. O. Box 1204 Miami Beach, Fla.



EXACT COPIES of striking Chinese figures of the Ming Dynasty in the Louvre Museum. On the left, a public stenographer of old China; his companion a mathematician holding an abacus. Each 8" high, hand-cast in Alvastone finished in the patina of old bronze. Use singly or as bookends. $9.25 ea; $18 pr. Ppd. Museum pieces, Dept. AMP-2, 114 East 32nd Street, New York City 16.



SUITED TO A TEA. Fragile, translucent china decorated with bright blue cornflowers and green leaves on a white background makes a tea set you will love using when afternoon callers stop by, or when you have friends in for a table of "dessert bridge." Six teacups and saucers, and six 7" cake plates. 18-pc. set, $6.95 ppd. Elizabeth McCaffrey, Dept. AH, Orange, New Jersey.



STIK-E-RULER. Ten 12" rulers on a flexible roll can be cut to any size, applied with slight pressure to any surface. Stretch across your sewing machine table, a workbench, up the wall to measure your growing children. One on dad's fishing box will measure his catch. Easy-to-read. Roll, $1.25 plus 15¢ post. Bancroft's, 1112 So. Wabash Ave., Dept. AH-17, Chicago 5, Illinois.



TICKING WATCHES for little tots. Here's a toy that holds a child's interest indefinitely because it's a watch just like yours. Never stops ticking because it's self-winding. Shockproof mechanism to withstand the bumps. Non-breakable plastic crystal in metal case. Stem working hands and real wrist band. You cannot miss with this toy. He owns his own watch and wears it proudly.

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BLACK IRON SWITCH PLATES

Single 1.35 Triple 1.95
Double 1.65 Outlet 1.65

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The Perfect Gift is CATS MAGAZINE

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Send only $3.50 for each full year subscription. (Samples 35c)

CATS-111-B House Bldg. Pittsburgh 22, Pa.



UTILI-SHELF

Ideal shelf for 100 uses. Easy to attach, adjustable shelves can be placed at any height. Made of rust-proof, triple-plated chrome. Each shelf has built-in gallery to hold handy scissors, bric-a-brac, planters, display plates, drug items, or just plain notes and pencils. Hang in kitchen, foyer, children's bedroom or playroom. Complete tracks, screws and 3 shelves each.

8" long $2.95 postpaid
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BUTTER WARMER

Butter, syrup or hot sauce Warmer-Server for lobster, waffles, corn, mint or hot fudge sauce. Styled as individual server for the fastidious hostess. Adds drama to your table. High glazed, colorful ceramic melter rests on wrought iron base. Complete with 8 hour candle in glass container. 4" high—½ cup capacity. Colors: Green, Yellow or White. $1.25 each postpaid—2 for $2.40 postpaid—4 for $4.50 postpaid. *Write for FREE Christmas Catalog. Dept. AH-11.*

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FINE SATIN RIBBON 1¢ a yd 50 YD. ROLL ONLY 50c PPD

CHOICE OF TEN LOVELY COLORS

White, pink, light blue, orchid, red, gold, emerald, light green, cocoa brown, royal blue. Just a penny a yard! Reg. $1.50 value. Approx. ½" width. Factory-fresh, no scraps or pieces. Ideal for hairbows, trimming lingerie, dresses, accessories, gift wrappings, etc. 50c a roll postpaid. Order several rolls! Money back guarantee!

FREE with every order. Professional gift wrapping, bow tying instruction booklet. illustrated

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FREE! 64-Page Gift Catalog



Order NOW for Xmas **PERFECT GIFTS FOR GRANDMA!**

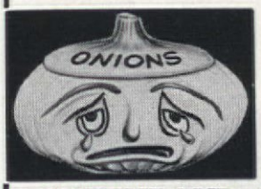
MY GRANDCHILDREN
GENUINE LEATHER PHOTO ALBUM

Watch Granny glow with joy! Tuck 24 kiddie snapshots (3" x 4") into the acetate pockets. How she'll treasure this finest genuine leather keepsake with moire lining, gold lettering. Don't confuse this with cheap imitations.

Only **$2** ppd.

GRANDMOTHER'S STERLING SILVER BRACELET

Grandma will wear her heart on her wrist with this sterling keepsake bracelet. Each dime-size sterling charm engraved with child's first name (8 letters maximum) and birthdate is just $1.10 and sterling bracelet $1.10, tax and postage included. Holds up to 25 charms. Please print. Granny's eyes will gleam with joy Christmas morn!

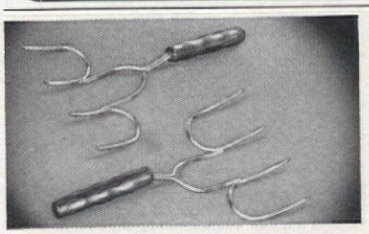


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SAD-EYE SAM THE ONION MAN

This teary-eye guy has a right to cry! He's the keeper of the onions, the ice-box watchman who protects delicate foods from the odorous leftovers. Use him formally to serve chopped or sliced onion on the table where his hand-painted, tearful personality will add fun and flavor. He's 5" in diameter, 3½" high, glazed ceramic. Onion Man Sam is every lady's man. Just ..... **$2** plus 25¢ postage.

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MEAT LIFTER FORKS

No danger of *dropping* . . . *slipping* . . . or *burning* when handling meats from pan to platter with Meat Lifters. Tine spread 6" . . . for largest meat dishes . . . finger-fitted handles for secure grip . . . over 11" long. An unusual, appreciated gift.

Send check or money order . . . sorry, no C.O.D.'s. Money-back guarantee.

$2.75 per pr. plus 25c postage in U.S.A.

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207 MED. ART BLDG. • RICHMOND, INDIANA

If This Were A Diamond Ring It Would Cost $1200.00

GLAMOUR MAGAZINE (June 1953) said: "IS IT A DIAMOND? No, but the average person would find it hard to distinguish this man made stone from the crystalized carbon turned out by nature. It's a JARRA GEM!" Yes, JARRA GEMS look like the finest diamonds—yet cost only $22 a full carat (tax incl.). FREE BOOKLET tells amazing story of the JARRA miracle gem. Shows 14K gold pins, earrings, ladies' and men's rings. *Easy Monthly Payments.* Visit our showroom.



jarra GEM CORP. Dept. A-30
489 Fifth Ave., New York 17, N.Y.

DELIGHTFUL "WHIMSEY" FOR "GALS" 16 TO 60

Delicate



FLORAL 3 PIECE PERFUME SET

As nostalgically sweet as a breath from Grandmother's old fashioned graden, this white china perfume set with gay florals. Bottles are 5" high, powder jar 2¾" across all are trimmed with 22K gold. A gift as perfect for Sweet Sixteen as a Grandmother. **$1.95** plus 35c shipping

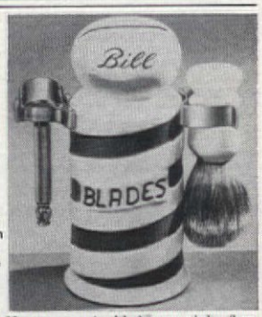
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FOR SHAVING PLEASURE

His Own BARBER POLE SHAVE RACK!



Combination Shaving Brush Safety Razor & Used Blade Holder!

Keeps all his shaving gear in one place! No more rusty blades on sink, floor, shelves! Sturdy, colorful CERAMIC, easy to clean! 6" high. Nickel plated spring steel handles. Stand it anywhere or use handy hook for quick hanging.

Personalized with first name: **$2.69** without name: **$2.50**

PIPE SMOKER'S DREAM

No more searching for his pipe! No more bulky pockets! This genuine leather pipe holder keeps his briar close at hand! Holds straight or curved pipe! Slides easily on his belt, or attach to suspenders. Protect his pipe! Ideal for golfer, fisherman, tennis player, or any man who cherishes his pipe!



Color Brown

Only **$1.25**

With 3 initials, 25¢ extra

We pay pstg. No C.O.D.'s.

CROWN CRAFT PRODUCTS
246 Fifth Ave., Dept. 2111, New York 1, N. Y.



GLITTERING STARS at your ears! The diamond-cut facets are hand polished to a shimmering luster. Genuine rock crystal with sterling silver backs. Pierced ear type available if specified. The pair, $5 delivered. Matching necklace with larger star on a black velvet ribbon is worn as a pendant or choker. Use other color ribbons for striking accessory effects. The necklace, $5. The set, $9.50, ordered together, sent to the same address. Satisfaction guaranteed; either may be returned for $5 or both for $9.50 refund.

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260-NA KEARNY BLDG., SAN FRANCISCO 8, CALIF.

PENCILS

with your NAME in gold

Special 6 for 25¢ ppd.

6 fine quality assorted black and colored lead pencils only 25c ppd. 12 with soft black leads 50c ppd. 12 each with a different colored lead 50c. ppd.

Personalized Gifts

Personalized NECKWEAR for MEN & BOYS

Quality fabrics, handsomely crafted — good looking and long wearing. Individual name or initials hand-applied in contrasting color. Available in solid blue, red or green.

Boy's ties—in ready-tied or tie it-yourself type 50c ppd.
Men's ties in regular style $1 ppd.

Imported PURE SILK SCARF
17" Square
with hand-rolled edges.

Individually personalized by our artist with any name or initials. In white, yellow, red or blue. Exceptionally good value. Gift wrapped.

50c ppd.

Specify items desired and print plainly the name you want on each. Send cash, check or M.O. FREE CATALOG.

Personalized DRINKING MUGS

Colorful 14-ounce plastic drinking mug, hand-painted with any name in waterproof, harmless colors. A wonderful useful gift to gladden the heart of any youngster.

50c ppd.

PERSONAL PENCIL CO., DEPT.O-3, 290 Dyckman St., New York 34, N. Y.



$11.95 the pair, postpaid

FOUNTAINS of LIGHT

These dazzling fountain lamps work decorating magic for any room! Each one has 27 glass crystal prisms showering over a richly gold plated base . . . watch how they draw every eye as they dance and sparkle in the light! Try a pair on your mantel, console table or buffet for a dramatic decorative accent. Fully electrified, complete with bulbs. Height overall 14½".

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MARCOS SALES Dept. A-11
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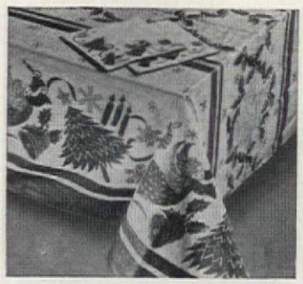
Three-Piece Outfit for Your Young Indian

Heap big Indian Chief needs heap big amount equipment for tribal duties. This 3-piece outfit gives him his signs of high command. The multi-colored headdress is made of real feathers. Colorful felt vest is gaily decorated. The ceremonial dance rattle (made by the Indians) is covered with rawhide and hand painted. Complete outfit (small, medium or large—state child's age) only $3.50

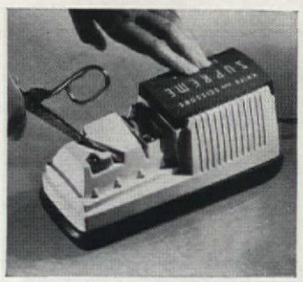
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CHEROKEE TRADERS, Dept. A-5
P. O. Box 7295, OKLAHOMA CITY 12, OKLA.

FOR THE FESTIVE BOARD a textured plastic cloth to leave on for the holiday season and bring out again next year. Just a wipe of a cloth will remove any gravy or cranberry stains. Bright-colored Christmas angel design in green, red, and gold. 54" sq., $2; 54 x 70", $2.50; 54 x 86", $3; 54 x 104", $3.50. Matching rayon napkins, 59¢ each. Ppd. Susan Smith Co., Carpentersville 13, Ill.



A REAL SHARPIE will present the household with a Combination Electric Knife and Scissor sharpener. Completely automatic, knife wheel puts keen cutting edge on carving knives, hollow ground blades, cleavers. Guide assures accurate angle placement. Separate scissor wheel gives a correct bevel from throat to tip. AC only. $14.95 ppd. Kaskel's Dept. 40-3, 41 W. 57 St., N.Y.C. 19.



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for **CHRISTMAS GIVING**

"CHUCK WAGON" BOX. Five asst. 5½-oz. jars Oregon Wild Blackberry, Greengage Preserves, Oregon Whole Strawberry, Seedless Loganberry Jam, Seville Orange Marmalade; gift packed in rustic box decorated with forest sprays and cones.

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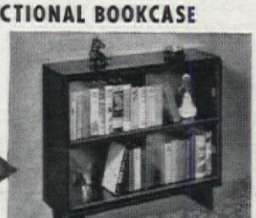
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A strikingly tasteful centerpiece or mantel decoration. Highly polished mirror finish brilliantly catches every gleam of candlelight. Order a set for yourself, several more as gifts! (Plant and candles not included). This set is fully guaranteed. Sorry . . . no C.O.D.s. Order now.

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ENVELOPES INCLUDED

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Just send snapshot negative and 3 cents return postage for free De Luxe Christmas Card. If you have no negative, send photo with 50c (and 3c postage) to cover cost of new negative. We will return your negative with card and folder. See before you buy. Satisfaction guaranteed. Offer Expires Nov. 30.

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23" high

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A beautiful Piece of Furniture! Hand-turned by village craftsmen from hardy native pine. Plenty of storage for scissors, yarn; spindles for thread. When finished, pop your needles into cushion, drop lid, *presto!* A lovely End Table! Hand-rubbed mellow honey Maple or Salem Antique finishes. Small: 23" high (lid down) 13" diam., only 10.95, ppd. Large: 24" x 15½", only 11.95, ppd. (Add 50¢ W. of Miss. R.) Money back if not *thrilled!*

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SANTA CLAUS GREETS YOUR CHILD BY NAME RIGHT ON A PHONOGRAPH RECORD. Write name clearly and give pronunciation clues, if needed. **SANTA CLAUS RECORD,** standard speed, 6½", $1.25.

PERSONAL PENCILS. Gold-stamped name. A practical pleaser for young and old—only 50¢ for 12. Print name plainly.

FASCINATING and colorful for a child's room—the whimsical, jolly, imaginative map **LAND OF MAKE BELIEVE.** 37" x 26". $1.50 postpaid. Nothing else like it.

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AMERICAN HEALTHAIDS CO.
Dept. CH-654, 318 Market St., Newark, N. J.

Exquisitely **FINE** ½ the usual COST of CHINA *Bavarian* **CHINA**



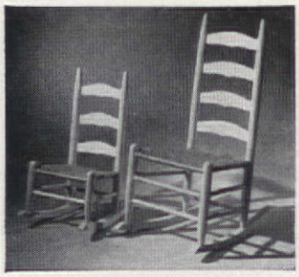
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HANG AROUND THE STOVE. A mellow pine spice rack will be equally appreciated by the best cook you know, or one just learning. It is 12¾" x 4½" and holds six sieve-cap jars of cinnamon, ginger, sage, nutmeg, curry powder, and allspice. A gay little book of the ABC of Spice Cookery is included. $4.95 ppd. Gilbert & Leonard, 1544A Northern Blvd., Manhasset, N. Y.



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SENSATIONAL LOW PRICE 20 for $1.00 plus 10c shipping
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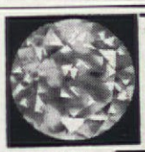
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"Tends" fire for you. Handsome and practical in your fireplace it guides logs to the center eliminating the uncomfortable and dangerous job of arranging the logs, for proper burning. Attractive also as a log holder beside the fireplace this popular item is crafted of rugged black wrought iron 22" long x 18" wide. Shipping charges collect. $9.95

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Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, etc. Per carat ONLY $10

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"Little Angel" pans
BAKE MINIATURE CAKES

Now you can bake perfect miniature cakes—just the right size for individual servings—with "Little Angel" cake pans. These delightful serving-size cakes will get compliments galore at your dinners, parties or other festive occasions. For a special treat, fill the center of cake with ice cream or fruit. "Little Angel" pans are ideal, too, for gelatin desserts and salads. Made of heavy-weight aluminum, 3⅝" wide at top, 1½" deep.
Set of six pans...only $1.95 postpaid.
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Ideal Gift for the whole family

from the Indian Reservation Country of soft, washable sueded cowhide, flexible, padded soles, lifted inside heel cushions and insoles. BLISS TO WEAR indoors and out with cuffs rolled up or down. HANDCRAFTED in Natural, Turquoise, Brown, Red, Em. Green, Russet, Golden Corn, Indian White.
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Send cash, check or m.o. For COD's send $2 deposit. Immed. delivery. Gift orders carefully handled.
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Personalized Crumb Catcher Set
TO CATCH CRUMBS & COMPLIMENTS!

This dainty ivory plastic pair sweeps tables clear with an elegant air! 6" whisk broom has nylon bristles. Miniature dustpan features any name you wish as part of its trim! Both are beautifully hand-painted in gay, permanent colors. A thoughtful gift that says "Merry Christmas" graciously.

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NEW "BRACELET WAIST" APRON

Flips On & Off Without Strings

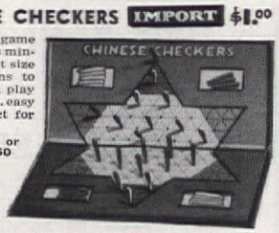


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Or Buy Rings Separately
Make Your Own For Xmas Giving
Simple straight-cut apron, needs no shirring. Do several in an evening. Rings alone (reg. or large size) 2 for $1.15, 6 for $3.25, 12 for $5.95, all ppd. Pattern included. Satisfaction guaranteed. FREE—exciting gift catalog. Mail Order to:
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$1.00 each or 6 for $5.50
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"KISSING LIKE CRAZY"

Weather Predicting ASH TRAY
Footsies Actually Change Color and Forecast Weather 24 Hours in Advance.
ONLY 50c



Heavy kissing is going on under the big sombrero, but all YOU see is a pair of bare footsies, pink panties, and shiny trousers. BUT—just turn it upside down and discover what's going on underneath. When the scientifically treated footsies turn blue, the weather will be bright; if pink, rain or snow is ahead; if purple, weather will change. Helps plan picnics, parties, tells how to dress and plan ahead. Gleaming, colorful imported ceramic. 4" long and 3" wide.

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(Patented)
Cooks 3 foods at once, each in its own section. Prepares entire meal on one burner, saves gas, stove space and pot washing. Large section holds 1 qt., enough for a main dish, small sections hold a pint each. Made of the finest grade, heavy-cast aluminum, only $6.95 ppd.
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Supershop offers you a precision-built complete power tool workshop. 100% ball bearing. Rugged. Accurate. Big capacity. 15 day FREE trial. Money back guarantee. Mail postcard for free catalog. Buy on easy pay plan.
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FILTER OUT FURNACE DIRT

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8" diam. 10½" h
3 tiers **19.50**

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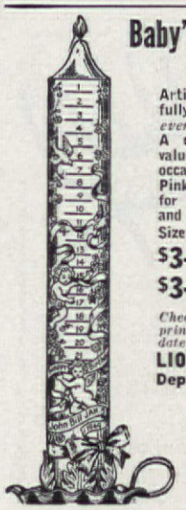
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Baby's Personal Birthday Candle

Artistically designed, beautifully colored for lighting on *every birthday* for 21 YEARS. A charming gift of lasting value to a new-born or on the occasion of child's birthday. Pink ribbon for girls—blue for boys. Baby's full name and birthdate inscribed free. Size: 17 inches, weighs 1 lb.

$3.45 prepaid, including wrought iron holder

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WEDDING ANNIVERSARY CANDLE (Personalized) with markings and symbols for 60 years. $3.95. Please ask for 1954 Free Folder.

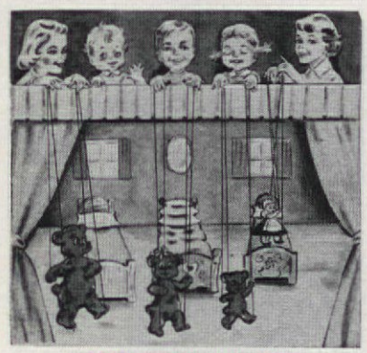


Personalized MUSICAL ROCKER

A "Rock-A-Bye" Musical Rocker for a tiny tot. Beautifully personalized with your favorite child's name. Plays its tune only when in use. Hand rubbed maple finish with multi-colored chintz cushion. 14" tall; seat only 5" from floor for safety sake. Durable pine wood.

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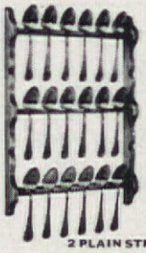
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Unusual, different! Actual miniature silver bells that tinkle! Part of the folklore of the Navahos, who make them on their reservation. According to legend, a snoopy squaw gave her prospective son-in-law a hard time until he hung bells on her ears. Specify screw-on or pierced ear style.

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Matching silver bracelet with single bell, $3.00 Ppd. Send Also for Free Gift Catalog

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MY NEW ENGLAND SPOON RACK

Showplace for 18 regular or demitasse spoons. 15½" high x 10¾" wide, in hand-rubbed and waxed honey pine finish. Windham design.

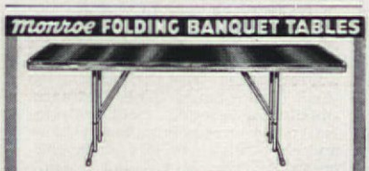
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2 PLAIN STREET, MILLIS, MASSACHUSETTS

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monroe FOLDING BANQUET TABLES



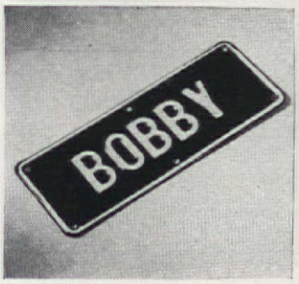
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THIS LITTLE MAN GOES TO PIECES at mealtime. They all add up to a gay little clown, but separately become an egg cup and saucer, two bowls, saucer, and a small plate. Even the most recalcitrant eater will hurry his meal to get him back together again. Hand-painted in pastel colors. $1.98 postpaid. Huss Brothers, Dept. H, 100 West Chicago Avenue, Chicago 10, Ill.



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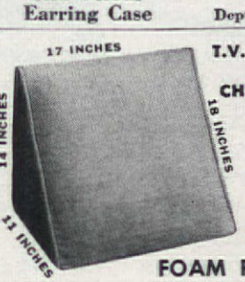


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This silk velour, engraved gold metal frame Earring Case, will be sent you free when you join the Club! Then each month you will receive a different, unique pair of Earrings! Some are fashioned by famous designers, others by artists in small shops. Still others are imported from craftsmen in foreign lands. Send $6.00 for 3 mos., $11.00 for 6 mos., $21.00 for 12 mos. Prices include tax and postage. Gift certificates available. If you desire button only or pierced, please specify. Satisfaction guaranteed.

EARRING-OF-THE-MONTH CLUB
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Foam Rubber Through and Through

FOAM RUBBER

3-WAY PILLOW

A comfortable, molded Foam Rubber 3-way pillow—for use anywhere in the house. Non-allergic, keeps its shape, never mats down. Use on motor trips, fishing boats, in rumpus room. Non-slip construction. Just the thing for bed readers or invalids. Zipper covered in decorators fabric with corded edge. Gray, green, chartreuse, gold or maroon.

***Shipped anywhere.* Postpaid 11.95**

The Foam Rubber Store
1829 E. 13th St. Dept. 54 Cleveland 14, Ohio

FREE SAMPLES!



LOW FACTORY TO YOU PRICES

ALL WOOL RUG MATERIAL

75¢ lb.—25 lbs. or over; 85¢ lb. for less than 25 lbs.; 10¢ lb. extra for precut strips. Write today to

BLOOMFIELD WOOLEN COMPANY
Dept. AH-1154 - Bloomfield, Indiana

IS YOUR NAME HERE?

Send for *Free* folder listing names of family histories available at

GOODSPEED'S

World's Largest Dealers in American Genealogies.

Dept. A, 18 Beacon St., Boston 8, Mass.



GLASS DOMES

With hardwood base in Ebony, Walnut, Mahogany or Blonde finish. To protect figurines, wedding cake ornaments, etc.

	Each
4" dia. x 6" tall	4.25
5" dia. x 9" tall	6.50
6" dia. x 10" tall	8.00
7" dia. x 11" tall	11.00
7⅝" dia. x 15" tall	15.50
8" dia. x 10" tall	11.00
10" dia. x 12" tall	15.00
12" dia. x 16" tall	27.00
3" x 4¼" tall (with hook) for pocket watch	4.00

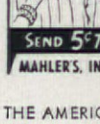
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FOR COMPLETE LIST OF 24 SIZES WRITE:

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DESTROY UNWANTED HAIR FOREVER

Temporary relief is NOT enough



Only by KILLING THE HAIR ROOT can you be sure UNWANTED HAIR is GONE FOREVER. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the MAHLER METHOD safely and efficiently. Used successfully for more than fifty years.

SEND 5¢ TODAY FOR BOOKLET (NEW BEAUTY FOR YOU!)

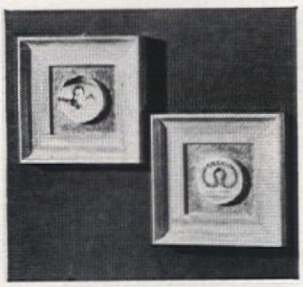
MAHLER'S, INC. Dept. 83-P, PROVIDENCE 15, R. I.



THERE'S NO END to the fun the crayon artists can have with Re-Color books. They can color, wipe off, and color all over again—if they don't like the looks of a purple cow, make him green next time. 10¾ x 9" book with box of crayons attached. Select *Forest Friends, Things That Go,* or *Pinocchio.* $1 each. Ppd. Albin of Calif. Rm. CB-23, 1401 W. 8th St., L. A., Calif.



BABY NEEDS NEW SHOES, but those little ones he took his first steps in, with the toes all scuffed from crawling will be carefully put away for sentimental reasons. Why not preserve them with bronzing? A thoughtful mother we know gave one to each set of grandparents. Unmounted pair, $3.95. Exp. collect. Bronzecraft, Dept. AH, Greenville Station, Jersey City, New Jersey.



MINIATURE WALL PLAQUES. Baby's hospital identification bracelet plus its given name in gold script is embedded in lucite, mounted on a field of gilt, and framed in a 6½" sq. limed hardwood shadow box. A black and white picture is reduced to miniature size and framed to match. Each $4.95 ppd. (Add 50¢ to include birthdate). Keepsake Shops, Dept. AH, Union City, N.J.



smart GIFT for youngsters! patented

TV Folding Chair & Play Table

...both personalized free!

• Child's first name stamped on every chair and table • For ages 1-10 (guaranteed to hold 150 lbs.) • Sturdy natural finish oak chair, decorated in western style • Western decorated folding table 16" high x 22" wide, made of smooth hardwood legs with sturdy masonite top • For TV viewing, drawing, homework, eating, rumpus room, outdoors, etc. ONLY $3.95 ea. (or all 3 pcs. for $11). • AVAILABLE ONLY THRU MAIL • MONEY BACK GUARANTEE. ppd. send check or M.O. West of Mississippi add 50¢.

KRIMSTOCK BROS.
112 N. 9th St., Dept. A-11, Phila. 7, Pa.



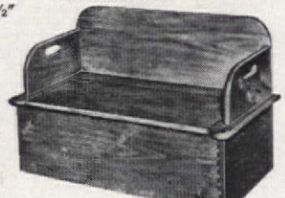
GIANT CIRCUS CUTOUTS

Your child's favorite circus animals and clown come alive in these whimsical FULL COLOR giant-size (22" tall) cutouts. Apply them directly to your walls. Easy to remove. Ideal for nursery, child's room or game room. Set includes 7 animals, one clown, yards of canopy, stars, balls, candy-striped tent poles. Decorating ideas included. (Set of 8) **$3.98** (Double set) **$6.95** ppd. **Rock Haven Specialties, P.O. Box 103, Hingham, Mass.**

Early American

TOY-CHEST BENCH

31½" x 16½" x 20" high



Direct to you from factory at only

$14.95 unfinished

You'll bless this chest that keeps toys under control (and not under foot!) . . . you'll love its charming Colonial flavor . . . and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your children's children. Cut-out handles and concealed sliders make it easy to move despite its *very* solid construction. *Quick delivery. Satisfaction guaranteed.*

Write for FREE catalog. **$15.95** with hand-rubbed, antiqued Pine finish

(Exp. collect) No COD's

Jeff Elliot Craftsmen
Dept. A-110, Statesville, North Carolina

Morning After Cup



. . . a companion in misery. Comical, misshapen features are raised and hand-painted. The cup has a perky ice-bag lid to keep the coffee steaming hot. Inside, on the bottom is the promise "Never Again!" 5" high. **$2.25** ppd.

SEND FOR FREE CIRCULAR OF OTHER WONDERFUL GIFTS!

THE WONDER BAR SHOP P.O. Box 425-A Trenton, N. J.

HOOK-ON TISSUE HOLDER

● DURABLE, gleaming white enameled metal TISSUE HOLDER—a "must" for every bathroom. Always within easy reach. Just hooks on wall of tank. Easy to reload. Every Home needs TWO for only $2.75 postpaid. Single Price $1.50 Postpaid.



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Say Merry Christmas

with the finest of Florida's fruits and delicacies from Cobbs. The merriest gift you can give . . . packaged with all the warmth and brightness of Florida's sunshine! Shop in armchair comfort!

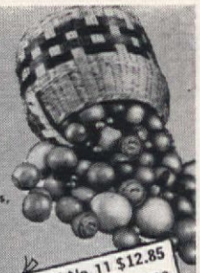


HENRY COBBS SAYS:

Your friends, business associates and loved ones will say, "How thoughtful!" World famous Cobbs gaily packaged Fruits and Delicacies are always excitingly received . . . you can give no finer gifts!

Henry Cobbs

GIFT No. 35 $7.95



Approx. 25 lbs.—A gaily colored hand woven imported Basket brimming over with an assortment of Florida's finest fruits ...Pineapple Oranges, Sugar-Sweet Grapefruit, Giant Persian Limes, Chinese Kumquats and "Zipper" Tangerines. One of our most popular hampers year after year. Positively guaranteed to please ANYONE!

GIFT No. 11 $12.85 Exactly the same as above Gift No. 35 except twice the size and contents.

GIFT No. 2 $7.45



Approx. 27 lbs.—Fruit 'n Jams, delightful to look at, delectable to taste...truly a treat for the eyes and the palate. Oranges big as Coconuts and Grapefruit even bigger. Chinese Kumquats, tangy Tangerines, Persian Limes and 3 large jars of Guava Jelly, Pineapple-Cherry Marmalade and Tropical Fruit Conserve.

GIFT No. 1 $5.95 Same as Gift No. 2 except does not contain any delicacies ...ALL FRUIT.

OBEY THAT Christmas URGE...

Order Now!

Send Check or money order; express charges will be prepaid. No foreign shipments except Canada—add 15% for Canada and west of the Rockies. Unless otherwise instructed, delivery will be made for Christmas.

Cobbs

BOX 1-B, LITTLE RIVER (MIAMI), FLORIDA

FREE GIFT CATALOG SENT ON REQUEST



Sterling Qualities make these forks a notable purchase. Little beauties, each topped with a different, exquisitely wrought flower, tipped with gold-plated tines. For lemon, hors d'oeuvres or pickles. Those who appreciate fine things will be thrilled with them!

Sterling Silver. 4¼" long.

Set of 4, (ppd., tax incl.) $6.00

Handsome Special Gift Box 50 cents extra.

Set of 4 Matching Demitasse Spoons . . . $8.00

Jamaica Silversmith

79-32 164 St., Jamaica 2, L.I., N.Y. Dept. AH

Send for free Catalog of unusual Silverware and Women's and Men's Jewelry.

NAME MITTENS



$2.19 Postpaid

No C.O.D.'s Please

For Ages 1 to 16 years, Teenagers & The Young in Heart

RED NAME MITTENS, fleece lined, water repellent zelan with elasticized wrist and hand personalized with any name in 23 K gold. Non-losable, smart and warm for school, skiing, skating. Santa's best! Give glove size and exact age of child and we will send mittens to fit. For teenagers and The Young in Heart give exact glove size. (Please print name.)

Free with every pair of mittens ball point pen and 23 K gold foil.

Send 10¢ for Christmas Catalog

Page & Biddle

21 Station Road, Haverford 5, Pa.

"CAFFÉ EXPRESSO"



in your own home! Authentic Italian, aluminum coffee maker yields 6 demi-tasses of delectable, steam extracted after dinner coffee, continental style. Check or money order. $6.95 ppd.

HELEN BENNETT
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Finest Quality Obtainable!

PHOTO Christmas CARDS



From ROCHESTER America's "Picture City"

20 for $1 plus 25¢ shipping

INCLUDES ENVELOPES

For those who would send "a greeting with the warmth of a personal meeting"

QUALITY MADE photo cards from Rochester have no equal! They're printed by experts on deckle-edged, double-weight, matte stock, 4¼" x 5½". Choice of six distinctive and original greetings. Every order **GUARANTEED** to please or your money refunded!

FREE SAMPLE! Select your favorite photo of home, children, pets, or family group. Mail negative with 3c return postage. Negatives returned safely with samples.

Send For FREE SAMPLE

5 EXTRA CARDS FREE! with all orders received before Nov. 21.

PHOTO FINISHING SHOP
Dept. 10 Box 1570 Rochester 3, N.Y.

SANTA AND ANGEL



Creates life-like effect around tree or in nursery. Not flat figures, but actual 3-dimensional, complete sculptures in full colors. Of heavy paper, die cut and pre-slotted; lots of fun to put together. SANTA rests securely on chimney; 36" tall. ANGEL 30" tall. Slotted skirt holds Christmas cards. Each. **$1.25**

PRAYER BREAD PLATE



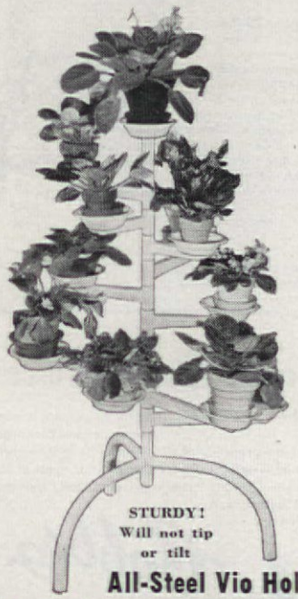
Gift of gratitude for Thanksgiving and other holidays. Just the right note for your table. Hand-screened, full color reproduction shock of wheat—symbol of rich harvest—prayer in old English. Of honey colored molded wood, beautifully grained. Use as bread server or on wall. Approx. 9" diam. **$1.35** (2 for $2.50)

Postpaid. No C.O.D. *Guaranteed.*

Send for FREE treasure-laden Catalog.

ELRON 219 W. Chicago Ave., Dept. 277, Chicago 10, Ill.

THE IDEAL CHRISTMAS GIFT



All-Steel Vio Holda

PLANT STAND

● Holds 11 plants, 10 on Revolving Arms

A wonderful stand for flower lovers! Finest all-steel welded construction. 40 inches high. Antique black, white or green enamel finish (your choice). The 10 revolving arms, extending 6 to 12 inches from sturdy center shaft, may be moved with a touch to enhance arrangement or allow even sun and air exposure. Light weight. Easy to clean. Requires little space—and a grand gift idea.

ORDER BY MAIL today for only $14.95 plus $1.00 for packing and postage in U.S.A.; $2.00 for shipment to Canada. Specify color. Send check, money order. C.O.D. if desired. Satisfaction guaranteed.

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IMPORTS BY MAIL
TV TEA SET



The oversize 8" saucer holds a king-size sandwich snack as well as a regular size cup. The first modern snack set for the TV family. Imported translucent porcelain with floral design.

4 sets $4.98 6 sets $6.98

DIRECT FROM ENGLAND



Superb quality **BONE CHINA Cups and Saucers!** Windsor shaped tea-size cups. Fine floral design. The "buy" of a lifetime at these low prices.

4 sets $5.98 6 sets $7.98

Prices include postage & duty. No COD's please. West of Miss., add 40¢ post.
MONEY REFUNDED IF NOT SATISFIED.

IMPORTS BY MAIL Dept. A, 246 5th Ave., New York 1, N.Y.



Make this Big, Colorful
COCK HORSE DOLL

13" HIGH Only $1.85 Pnd.

DELIGHT THE CHILDREN with gay Cock Horse right from Banbury Cross! 13" high, in bright red and white candy stripes, with white mane and tail and jet black reins. A bundle of fun to make with Spoofies Kit. Includes all parts pre-cut. Just follow simple directions to sew and stuff with cotton furnished. Kit postpaid, only $1.85.

OTHER SPOOFIES DESIGNS—Simple Simon 20" tall; Mother Goose 14" tall; Mr. Humpty 14" tall. Each Kit Ppd., $1.85.

FREE—Send for Gift Catalog
Guaranteed. Order by Mail from

DECOR BY DELANOR
1227-A 10th Avenue N.., Fort Dodge, Iowa

COMICE PEARS

FOR Christmas Giving



AS LOW AS $3.50* DELIVERY PREPAID

FROM ROGUE RIVER VALLEY

ORDER EARLY

● Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make unusual and appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected—individually wrapped. Delivered PREPAID in colorful gift boxes to any point in 48 states. Perfect arrival guaranteed. Gift card enclosed. Send list, we do the rest. No stamps, C.O.D.'s or charge accounts, please.

No. 1—Deluxe Box (10 to 14 pears, pictured above)..**$3.50***
No. 2—Deluxe Box (15 to 18 pears) **4.65**
No. 7—Asst. Fruit Chest (About 14 lbs.)..... **6.95**
No. 5—Asst. Fruit Basket (About 18 lbs.) **14.15**

***EARLY BIRD PRICE**...if your order, complete with names and addresses of recipients is airmailed and postmarked on or before November 21, 1954 Regular Price **$3.75**



WRITE FOR FREE CATALOG
PINNACLE ORCHARDS
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Your Old Fur Coat Made-to-Order by I. R. FOX Into Cape or Stole!

ORDER BY MAIL Style #55 ONLY $22.95 COMPLETE (TAX FREE)
INCLUDES 7 EXTRA SERVICES



Have your old, worn, or out-of-style fur coat custom made into glamourous new style cape or stole, now! Save more than half, at our one low price of just $22.95. (None higher.) Our skilled furriers will *clean, glaze, repair* your fur, *reinforce* weak seams—then *LUSTERIZE* to a glossy, glorious, like-new sheen and softness! Almost no fur is too old or too worn to spring into a new loveliness with this exclusive process!

Finally our master stylists *remodel* completely, plus lovely new lining and interlining at no extra cost. The thrilling result—a luxuriously beautiful cape or stole to add smartness to every costume. Send no money. Just wrap your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman $22.95 plus postage, when new cape arrives.

2-3 WEEK DELIVERY. SEND NO MONEY.

I. R. FOX • 115 W. 27 ST. DEPT. 110. N. Y. C. 1, N. Y.
Write! Free I. R. Fox Folder of Other Cape Styles



Personalized
JUMBO JOT PAD

The Jumbo Jot-Pad is a doodler's dream, because the whopping pad of memo sheets looks practically inexhaustible. The rich, red leather-like cover stamped in gold with any name or initials, and the gold colored pencil make it a very nice desk accessory for appointments, telephone memos, shopping lists, even bridge scores. A real jumbo gift, postpaid, only $1.25

Refill Pads (500 sheets 3¼ x 3") ppd. 3 for $1.00. Please print plainly. Send for FREE Gift Catalog.

HORACE ANDERSON'S GIFTCRAFT CO.
1232-A East 47th Street, Chicago 15, Ill.



NON-FATTENING
CELLU SUGARLESS SWEETENER

Looks like powdered sugar, pours like powdered sugar, yet has no food value! Sweetens fresh fruits, cereals, etc., but adds no calories to your diet. In handy shaker, ppd., only **50¢**

ON A DIET? Send for free catalog. Specify: ____Reducing Diet ____Low Salt Diet ____Allergy Diet

CELLU FLAVOR-TESTED *Dietary Foods*
CHICAGO DIETETIC SUPPLY HOUSE Inc.
1750 West Van Buren Street Chicago 12, Illinois

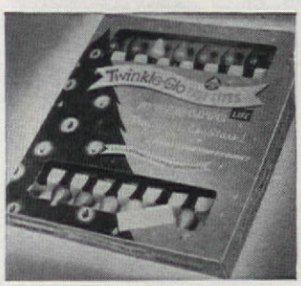
THE SWEETEST STORY. A small gold-trimmed ceramic book is opened to the Lord's Prayer in gold script. On the opposite page rests a bunch of sculptured violets. Just 3 x 5". As shown, $4.95. With delicately colored hand-painted flowers, instead of raised, $2.50. Ppd. (Catholic, Protestant, or Jewish versions). Carol Beatty, Dept. CB-1, 7410 Santa Monica Blvd., L. A. 46, Calif.



NOW I LAY ME DOWN TO SLEEP and a mischief-maker by day becomes an angelic sleepy head. A child's own "Prie Dieu" is a special bench for kneeling on to say their evening prayers. Painted white with a sweet design of a star and little lamb in pale blue and pink. It is a sturdy 26" high, and 13" wide. $10 postpaid. Trellanwal Enterprises, P.O. Box 251, Salisbury, Connecticut.



STARRY-EYED TREE. These star bright twinkling lights blink off and on to make a Christmas tree twice as magical whether casting its spell through the windows down the road or on the gay group around it. 7 colored lights on the string flash automatically, each bulb has individual blinker, burns independently. $4.95 ppd. Spencer Gifts, 874 Spencer Bldg., Atlantic City, New Jersey.



CHILD'S BOSTON ROCKER

Authentic reproduction of an Old Boston Rocker will be her dearest possession. Craftsman constructed and scaled to child's proportions. Sturdy hardwood attractively finished in lasting black lacquer with Colonial decoration in gold. Overall height 29". Only $10.95 Express Collect.



TEMPLETON CRAFTSMEN
Dept. 215 Templeton, Mass.



SCOOP PLANTER

Scoop — 10" x 5"; Handle — 4". Well designed, our most called for piece. Truly a favorite, used for floral or ivy displays. Hand rubbed smooth honey pine finish. $2.75 each or $5.00 a pair. Satisfaction guaranteed. No C.O.D.'s—Postpaid.

THE ALPINE BARN
Richmondville
Schoharie County
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PERSONALIZED CIGARETTE CASE $2.50

The perfect gift—a slim superbly styled Gold Plated cigarette case, beautifully engraved with a 2 or 3 letter monogram. For king sized or regular cigarettes with inside swing-up gate for easier removal. 4" x 3". Boxed, immediate delivery.

VERNON SPECIALTIES CO. 156 Fourth Ave., Mt. Vernon, N.Y.

STRAWBERRY PRESERVES

From Old New Orleans
IN WOODEN PAILS



Fraise de la Louisiane: sun-ripened whole fruit in a preserve of incomparable flavor—to a Gourmet's taste! Satisfaction guaranteed.

$4.10 each post paid*
3-lb. Pail *West of Denver add 25¢

CREOLE DELICACIES CO.
P. O. BOX 1042-A NEW ORLEANS, LA.

Serve Melted Butter Without Fussing!
TABLE BUTTER WARMER



Serving corn-on-the-cob? Lobster tail? Any dish that calls for melted butter? Use this smart, new butter warmer. Just drop pat of butter into bowl and light candle. In seconds each guest has plenty of melted butter with no muss . . . no fuss. Solid brass and wrought iron with 24 Kt. Gold-finished parts. Candle and candle snuffer included. Only $1.95 postpaid. FREE gift wrappings. No C.O.D.'s. Money Back Guarantee. Write for FREE Gift Catalog.

DIXIE GIFTS Dept. 101, 2490 Broad St. Memphis 12, Tenn.



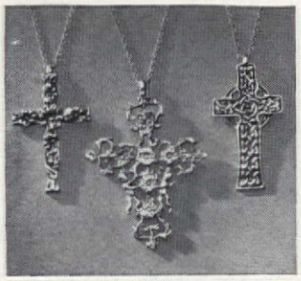
Direct From Manufacturer!
Lovely Swiss Eyelet Batiste
Lace in Exciting Delicate Patterns for Hundreds of Uses.
SAVE UP TO 50% - Write for FREE Samples & Literature
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Original Swedish
ANGEL CHIMES

The glow of the candles spins the angels, to the soothing rhythm of the chimes. In solid brass, 13" high. Complete (as illust.) with 4 candles..... $1.98
2 for $3.75
FREE: 3 hearts & 1 angel.
12 Swedish candles, red or white 45¢—3 dz. $1.25. Money back guarantee. Free catalog. Send check or M.O. Add 15¢ for postage.

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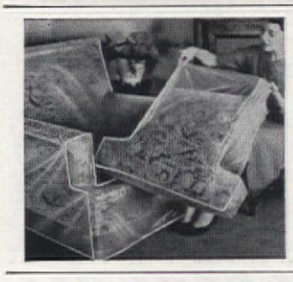
STERLING SILVER CROSSES handwrought in lovely classic designs make truly significant Christmas gifts that will be cherished. Each hangs on a 19" sterling silver chain with clasp and is unusually charming. Floral (left) $5; Cellini (center) $7; or Celtic (right) $5. Postpaid. (Tax included) Jamaica Silversmith, Dept. A, 79-32 164th Street, Jamaica 2, Long Island, N.Y.



A BYE BABY BUNTING on his way to bed, or down to see his first Christmas tree on Christmas morning will look darling in this little corduroy robe to keep him cozy and warm. And to keep him happy, a cuddly foam-rubber bear matches the checked cotton trim. Pink, blue, or maize. Infants to 1 yr. $3.98 plus 30¢ post. Morton's, Dept. D-21, 312 7th St., N.W., Washington, D.C.



CHRISTMAS MAGIC, when little boys in choir robes raise their silver voices until you burst with the spirit of Christmas and its eternal wonder. These sweet figures, one standing, two kneeling, won't go away with your holiday trappings, you will want them out all year. Of papier mâché, beautifully realistic. Set of 3, $3.95 ppd. Green Gable Gifts, 1554 Third Ave., N.Y.C. 28.



HOUSEWIFE SOLVES MYSTERY...

FREE CATALOG ENDS SEARCH!

After years of "looking," Mrs. B. Billow, 538 Roscoe, Chicago, found a way to get *good-looking, full-time protection* for her furniture from dust, dirt, and "romping tots." Now her furniture is dressed up in fitted plastic covers.

The long-wearing plastic covers have no pores to admit dust and dirt. They provide perfect protection and save hours of work. The transparent, satin-finish Firestone Velon lets the upholstery's fabric detail and color show through. Amazed by the perfect fit and custom-tailored appearance, Mrs. Billow says, "They're so good looking, I can even leave them on for company. Ordering was easy, and they're so inexpensive. Housewives with the same problem should write for the free catalog, as I did."

To protect your furniture, write today for FREE CATALOG showing over 150 styles and sizes. HOUSE OF SCHILLER, 180 N. Wacker, Dept. AH-33, Chicago 6, Ill.

The Gift—that's really different!

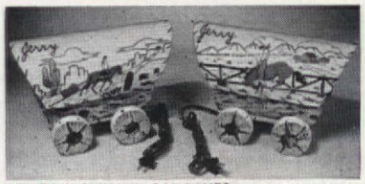
BLACKBOARD FOR GROWN-UPS



For kitchen, reminder notes, shopping list, phone messages, etc. Slated, washable surface. Hand decorated in attractive colors. Choice of Penn. Dutch Heart & Tulip (shown), Green Philodendron or Red Geranium designs. Money back if not entirely satisfied.

11" x 14" cord and chalk incl. **$2.00** Postpaid

TOWN & COUNTRY HOUSE
"In the World's Largest Village"
Dept. 11, 1124 S. Harvey Ave., Oak Park, Ill.



NEW TWIN CHUCK WAGON LAMPS—11" x 7½" of rare sun-bleached Ariz. Cholla wood. Colorful shades branded with name or initials at no extra charge. $4.95 each ppd. or both for $8.95 (no COD's please). **WESTERN CLASSICS**—Box 4035 Dept. AA, Tucson, Arizona

JOHNNY BIB IS ALL YOU NEED!



$1.00 Postpaid

Keep your baby's clothes, feeding area spotless with Johnny Bib. Fits any high-chair or feeding table. Covers large area. Washes easily, quickly. Sturdily made of Bakelite Krene Plastic, Johnny Bib is the answer to every mother's dream!

KAREN SPECIALTIES Dept. D-15
179 Cambridge St., Boston 14, Mass.

For Overnight Parking

of Pop's rings, watch, wallet, coins, keys, etc.



The cleverest canine you've seen in a dog's age. Rover keeps a man's dresser tidy—ends frantic morning searches for precious possessions. A pup any Pop will love for Christmas. In brown and yellow glazed pottery, 6" long from nose to tail. **$2.95 postpaid.**

Mail Orders Promptly Filled

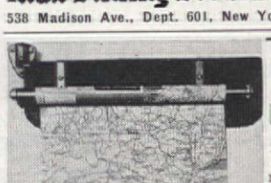
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Hand Made Milk Glass

Preserve Bowl 7½" long by 5½" wide, can be used for relishes **$3.00 ppd.** Matching salt and pepper set with chrome screw top is 3¼" high **$2.75 set ppd.** 3 pieces ordered together **$5.50 ppd.** Puss In Slipper in the dainty daisy and button pattern, 6" long, 3½" high **$1.85 ppd.** No COD's please. Write for free booklet.

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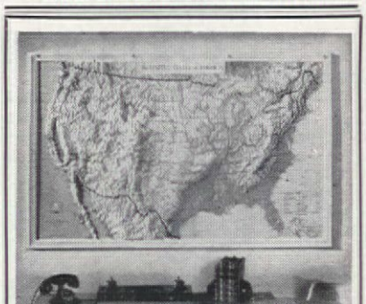
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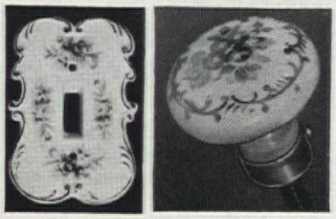


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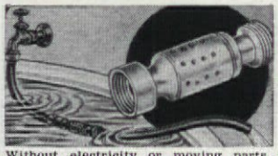


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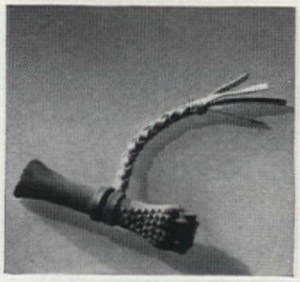
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FOR CHILDREN UP TO 5 YEARS.
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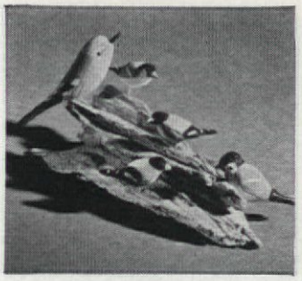


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INSECT SCREEN TOP FREE WITH EVERY BED
THE PORTA-BED CO., INC., DEPT. 11
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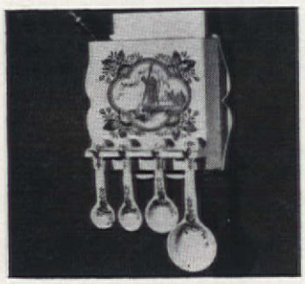
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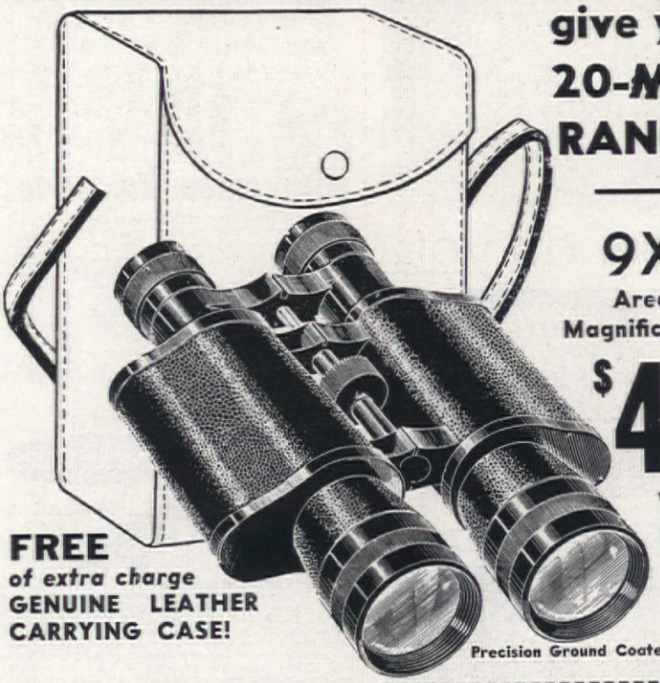
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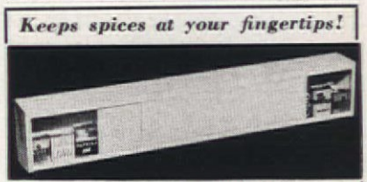
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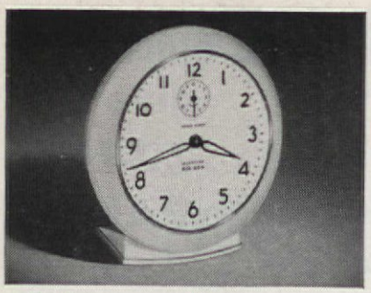
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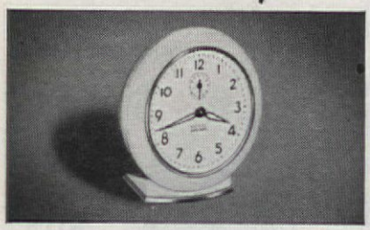
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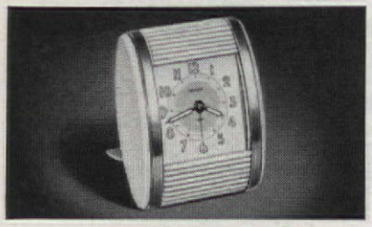
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Harmon Bldg, Box G-264, Pasadena, Calif.



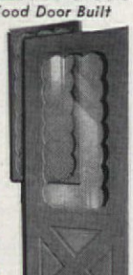


Latest hit records in miniature . . . . Labels from Capitol, Decca, Columbia, Victor, etc., in actual colors. Be first in your crowd to wear your favorite recording stars on latest popular platters. Toni Bennett, Joni James, Patti Page, Eddie Fisher, Clooney, Day, Shore, Martin and a host of others. Get "Ohs" & "Ahs" from admirers when they see your earrings and bracelet swing and sway with tunes of the day. Bracelet $2, Set of bracelet & earrings $3 postpaid, tax incl. Send cash, check or money order to **CAMPUS PRODUCTS**, Box A-61, Alhambra, Calif.

THE **"Twodor"** COMBINATION
STORM & SCREEN DOOR

Most Beautiful, Strongest Wood Door Built

Yet "Twodor" is priced as low as common type



If your doorway looks plain—"Twodor" will give it that handsome custom look. If your doorway looks lovely—"Twodor" will make it even lovelier. We believe this is the most handsome combination door made—we know it's the strongest. It will not sag or come apart. Pets can't rip or snag high screen panel. Ideal for all Colonial, ranch or modern homes. Sturdy cross panels; mortised, dowelled joints; waterproof glue throughout. Of solid kiln dried pine, standard 1⅛" thick. Quick change glass and screen panels lock snug with special fasteners. Shipped complete with directions for installing, painting, finishing. (Hardware not included) For all standard size door openings.

ALL SIZES ONLY $23.95 COMPLETE
Shipping Charges Collect
No C.O.D's

YIELD HOUSE
Dept. A11-4
No. Conway, N. H.

ALSO—12 NEW, exquisitely designed and low priced, Interior & Entrance Doors in knotty or clear pine. Send 3c stamp for catalog.

For an Old-fashioned Christmas Give a
Skillet Clock

ONLY $6.95 prepaid

Unusual • Attractive

A real old-fashioned, cast iron skillet made into a unique clock makes a fascinating gift. The 6" face is beautifully finished in semi-gloss black with raised silvery white numbers. Minute and hour hand white, sweep second red. Guaranteed Lanshire electric mechanism. Send check, cash or money order to

KING STOVE & RANGE COMPANY
SHEFFIELD ALABAMA

FARMHOUSE ORIGINALS



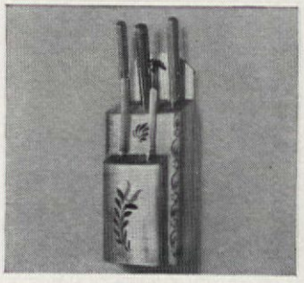
Authentic reproductions of Farmhouse Originals beautifully handcrafted from kiln dried knotty pine. Dough Tray measures 26" high x 26" long x 16" wide. Split top hinged with black wrought "H" hinges. Weighs 30 lbs. Shipped assembled with complete instructions for finishing. Only $28.00 F.O.B. Chagrin Falls. 30" height at $33.00. Money back guarantee. SEND 10c FOR CATALOG of America's largest selection of Farmhouse Reproductions of dry sinks, hutch tables, commodes, deacon's benches, chairs, wash stands, hand painted tinware, etc.

VALLEY CRAFT - CHAGRIN FALLS, OHIO

UNTARNISHED REPUTATION. Great big beautiful molds to turn out Christmas fruit cakes, plum puddings, and gelatin desserts, look like copper—but are really copper-toned aluminum which although glamorous never grows dull, doesn't show fingerprints or stains. Set of 5 different shapes ranging from 2½ to 4 cup capacity $5.95 ppd. Damar, 722 Damar Bldg., Newark 5, N. J.



PARK YOUR KNIVES in a neat knife box made of maple and finished to blend with your pine pieces. This is decorated in Pennsylvania Dutch style and we like the way the knife blades are enclosed and protected once they're dropped in. It measures 10 x 4" and holds 8 knives, 5 carving length and 3 paring size. $2.50 ppd. Wits' End, 221A Bellevue Avenue, Upper Montclair, New Jersey.



INSTANT SUCCESS. Pour a spoonful of instant coffee into this white ceramic jug, fill with hot water, and it's ready for your eat-and-run breadwinner. Or if you prefer, use it for holding the powdered coffee itself so that it can come to the table becomingly. About 5" high, with "Instant Coffee" on the front. $1.25 ppd. Elron Products, 219A W. Chicago Ave., Chicago 10, Illinois.







SEND FOR *YOUR* dermassage SAMPLE

MORE THAN 4000 hospitals throughout the world use it daily! **PROTECTS** against externally caused skin disorders. **RELIEVES** tired, aching muscles and chaffed, itchy dry skin and tired feet. **RELAXES** tense nerves; induces restful sleep. Use for baby's tender skin, too.

SEND 10c and this ad for sample 4 ounce dispenser and free booklet on skin care.

dermassage 30 W. Washington St. Chicago 2, Illinois
Dept. AH-2
Product of Edison Chemical Company

DOGGIE GIFT

It's wonderful for Cats too!



Hilo DRY BATH

in Handy Aerosol Dispenser

Cleans without water! No muss or fuss! No danger of colds! Just puff creamy, fragrant lather onto pet's coat, rub in and towel off. Kills fleas! Deodorizes! Leaves the coat soft and glossy! Only $1.49 ppd.

Money-back guarantee

Dept. A-11 **The Hilo Co.** Norwalk, Conn.

SCREW TOP JAR OPENER



No more beating jar on floor or soaking in hot water. Keeps peace in any family. Jaws slide easily to fit any size jar. Nickel Plated steel, keep with silverware. Price 1.00 ppd.

CLARK-MOORE DIST.
P. O. Box 586B
Del Rio, Texas

AMAZING NEW TINY RADIO



Really Works—World's Smallest

Carry in your pocket. New Preset Crystal eliminates All Tubes, Batteries or Electric "Plug-ins" Forever! Sweep band dial—Beautiful Red Plastic case. **GUARANTEED TO WORK** on local stations—use most anywhere — home, cabins, farm, etc. **SEND ONLY** $1.00 (bill, ck., m.o.) and pay postman $3.99 C.O.D. postage on arrival or send $4.99 for P.P. delivery.

COMPLETE WITH EXTRA LONG DISTANCE AERIAL KIT AND PHONE. LIMITED SUPPLY—ORDER NOW! MIDWAY Co. Dept. BAH-11, KEARNEY, NEBRASKA.

Madonna The Beautiful



Masterfully Modelled in Ceramic

Homemakers everywhere are increasingly recognizing the Madonna Figure as symbolic of America's Motherhood.

This imported 8¾" high figure is lightly tinted in pink and blue against white. Lowest prices ever. (add 25c postage) **$2.95**

Louise West Springdale, Conn. Free Gift Folder

A SMART USEFUL TABLE ACCESSORY!



BUTTER WARMER

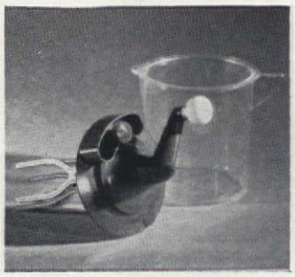
Lovely ceramic server warms butter, syrup, etc., in a jiffy! Complete with wrought iron stand and candle. Flecked lemon. 5" high. Also makes unusual planter. A smart yet inexpensive gift. No C.O.D.'s.

$1.50 ea. ppd. (3 for $4.00)

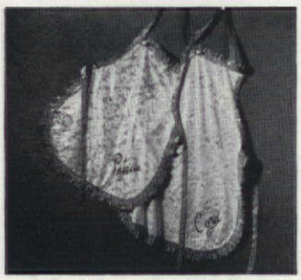
STUDIO GIFTWARE
Box 564-A, Glendale 5, Cal.



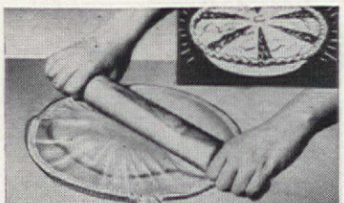
DON'T BE LEFT IN THE DARK when something happens to the lights. Not when you can get such an attractive wall sconce in authentic Early American design handmade of antiqued tin, and equipped with a removable kerosene lamp, the base finished in black to match your "L" and "H" hinges, or red, 11" high. $4.95 ppd. Murta, Appleton, Dept. AH, P.O. Box 375, Flourtown, Pa.



DASH WITHOUT SPLASH. The red plastic top of this Swirler blender-mixer has 8 lightweight metal blades and fits snugly onto the transparent pitcher-base so you can watch the speedy job it does. An added plus is a compartment to drip liquids into the mixture at a controlled rate—wonderful for mayonnaise. 3 cups capacity. $2.98 ppd. Thoresen's, Dept. AH-11, 352 4th Ave., N.Y.C. 10.



MOTHER AND DAUGHTER ACT. They'll both love this look-alike set of aprons of waterproof vinylite in a white lace design, trimmed with pert red or blue ruffles and personalized with their first names. For Christmas order personalization in green on the red ruffled ones. Adult's or child's size, 50¢ each. Set of 2, $1 ppd. Personal Pencil Co., 290-A Dyckman St., New York 34, N.Y.



ROLL PERFECT PIE CRUSTS

In Seconds . . . Without Waste!

Newest homemaker baking-aid in years! Clear plastic "Trusty-Crusty" makes neat pan-perfect pie crusts in magic seconds. No cutting—no wasted dough—no rolling pin or pastry cloth to wash. Drop in your dough . . . zip "Trusty" closed . . . run your rolling pin over it a few times, unzip and PRESTO . . . you've got a smooth, even-thickness crust the exact size for a 9 or 9½-inch pie. Just lift "Trusty" turn it over and drop the crust right into your pie tin. Jam-proof zipper. Dough can't stick to the sturdy "see-thru" plastic! Wonderful for cookie dough, too. *Only $1.00 postpaid.* Money-back guarantee. No C.O.D.'s, please. Order several today!

Write for FREE Christmas Gift Catalog.

HOUSE OF SCHILLER
180 N. Wacker, Dept. AH-34, Chicago 6, Illinois



THE LETTERBUG

Newest pet for busy businessmen, harassed housewives, inveterate letter-getters! Letterbug will organize the untidiest desk . . . keep correspondence straight and correspondents smiling! Letterbug will take on almost any job . . . he'll hold mail, bills, even serve napkins at your next party! His head is a brightly colored clip, his body a series of ingeniously engineered wrought iron rings. Let Letterbug be your pet . . . give him as a clever gift, too!

only $1.25 each, 3 for $3.50 ppd.

Pinestridge Studios
OSSINING 6, N. Y.



SPREAD EAGLE

symbol of freedom and strength. Stands or hangs. Use indoors or out. Painstakingly carved by Garret Thew and reproduced in durable aluminum with old-fashioned gold finish. 13" x 7" high, $5.95 postpaid, and 26" x 11½", $24.50.
Garret Thew Studios, Dept. A18, Westport, Conn.



LOUISVILLE TEXTILES, INC., LOUISVILLE 4, KY.

When Freezing Meats . .



In FREEZER or REFRIGERATOR

Save ALL Their Juicy Tenderness This Easy, Inexpensive Way

Rolls are 15, 18, 24 inches wide. Wrapping instructions in every box.

You need special freezer paper — *but not expensive materials* — to wrap meats properly for freezing. For top quality at low cost use KVP, the *original* freezer paper. You'll like the way it fits meat like a glove . . . minimizes damaging moisture loss and freezerburn . . . and strips easily from meat without thawing. Sold by locker plants, supermarkets, and houseware and paper sections of leading stores. A size for every need.

Your Guarantee of Quality KVP

Paper Maids SAVE TIME—SAVE WORK

Shelf Papers • Freezer Papers • Heavy and Fancy Waxed • KVP and Mrs. Hayward's Dusting Papers • Pie Tape • Baking Cups • Cookery Parchment • Gift Wrap

KALAMAZOO VEGETABLE PARCHMENT CO. • KALAMAZOO, MICHIGAN
In Canada Buy KVP—APPLEFORD Paper Products



Add charm to your Kitchen Walls with

Ye Olde TEA KETTLE PLANTER

This delightful reproduction of ye olde kettle reflects the charm and gracious living of bygone days. With a touch of plant life, it looks as cheery as a cup of tea itself. Has gay colorful decoration and a heart-warming message: "A kitchen bright and a singing kettle make home the place you want to settle." Choice of yellow, blue, or green. 8" high. $3.95 ppd.

Sorry, no C.O.D.'s.

COLLECTOR'S CORNER
527-35 West 7th St., Los Angeles 14, Calif.

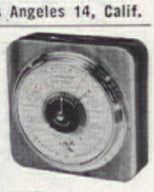


THE SUPREME GIFT FOR ANY OCCASION

The advanced new Holiday Salad Cutter prepares foods in hundreds of appetizing ways, adding new zest and variety to every meal. Cuts, slices, shreds, chops, grates and shoestrings—all amazingly fast and easy. Saves hours. It's a wonderful aid in making salads, canning, freezing, cooking, baking. Comes with three instantly interchangeable tempered steel cones. At department and hardware stores. If your dealer doesn't have, order direct. Ppd. with stand $14.95 west of Rocky Mountains, $15.95

OTTO OWINGS, INC.
Dept. H2, 2710 Live Oak, Dallas, Texas

NEW BAROMETER TELLS WHEN IT'S BEST TO HUNT or FISH



Wildlife activity is governed by weather conditions. This precision barometer accurately tells when fish and game will roam freely—when they'll stay hidden. Handsome 5" glistening red cedar case with brass trim, multi colored instruction dial and travel case make this an incomparable sportsman's gift. Specify Hunting or Fishing. $12.50 PPD.

FREE GIFT FOLDER

No C.O.D.'s Money Back Guarantee

Jonathan Pike, Dept. A11-4, Peabody Mass.

NEW MOTTO TRIVET



An inspired gift for any occasion. This original design is handcast in old fashioned iron and is 7¼" wide. Comes in satin black finish for $2.00, polished brass finish $2.75, postpaid.

Free catalog on request

Dixie-Craft Products, Box 302, AH-3, Rome, Ga.

EMBARRASSED



By Flea-Scratching Pets?

Then your dog needs FLEA-NO-MAT! This *guaranteed* chemically-treated sleeping mat kills irritating fleas while dog rests. Use on his regular bed or separately. Flea-No-Mat rids him of fleas, ticks, lice, keeps him flea-free as long as he uses it regularly. Dogs like Flea-No-Mat — it's odorless, comfortable. Counteracts animal smell, makes coat shiny, saves messy, expensive powdering and washing. Pet stays cleaner, happier, safer around children. *Sold on written money-back guarantee.*

Kennel-Tested . . Veterinarians' Choice for 5 Years

For larger dogs — 27" x 36" mat, $5.95; 34" x 54" mat, $9.90 . . postpaid.

15" x 27" mat only 3.95

V. F. GARRETT CO. P.O. Box 1143-80, Dallas, Tex.

It's easy to INSULATE for WINTER SAVINGS and SUMMER COMFORT!



Yes, insulating your attic is *easy!* The average job takes just a few hours. And your home immediately becomes more comfortable... so much more economical to heat that the insulation pays for itself in a short time. Send for the new, illustrated, Gold Bond "Home Insulation" Book. Tells you how to choose the right insulation and how to install it yourself. For example, you can use...



New Gold Bond Twinsulation... fireproof rock wool enclosed in heat-reflective aluminum covering. Provides *double* insulating action, especially effective against summer heat.



Gold Bond Spun Rock Wool Blankets which come in sizes to fit every budget. Rugged, easy to handle; rock wool is sealed to *both* sides of blanket, stays in place.



Gold Bond Pouring Wool—a loose fill type for use between joists of unfloored attics where joist spacing does not fit blanket widths. Just open the bag and pour.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Gold Bond® Rock Wool Insulation

MAIL COUPON TODAY

National Gypsum Company
Dept. AH-114, Buffalo 2, New York

Gentlemen: I enclose 25¢. Please send me Gold Bond Insulation Book, showing me how to save on fuel bills and how to live more comfortably.

Name.....

Address.....

City.....*County*.....*State*.....

Right out of the top drawer, this cedar-lined chest has a lift-up top with storage the depth of the two "fake" drawers, separate pull-out bottom drawer. Black and white lacquer finish. Size is 43" x 18" x 28¼". $79.95



NEWS for your home

The Cedar Chest Grows Up

MARGARET H. HABER





The practical blonde above has cedar-lined cabinet with double doors, plus four drawers, the top one lined to hold silver. Back is finished so chest can be used as a room divider. 50" x 18½" x 31⅝". $149

Now French Provincial décor can have cedar-lined chest to match. This one at left has sliding tray at bottom. 48" x 19" x 21½". $69.95

Oak lowboy at right is cedar-lined, stands up brightly on brass legs. Top lifts up for generous storage behind the five simulated drawers. Bottom drawer pulls out. Nicely scaled, it is 43" x 17½" x 31¼". $89.95



ALL CHESTS BY LANE

ALL PRICES ARE APPROXIMATE



Flaxen Yellow is the dominant color in this vibrant "Dutch Boy" *Nalkyd* WONSOVER room.



The Paint that's causing a big stir among homeowners

. . . new "Dutch Boy" Nalkyd WONSOVER. Try this odorless flat wall wonder paint —all colors pre-planned for harmony!

Here it is, the latest triumph of "Dutch Boy" paint research: new *Nalkyd* WONSOVER.

Nalkyd: that means it's a revolutionary new finish, made from Nalcolyn resins, exclusively "Dutch Boy."

Easy to harmonize!

With new ready-mixed "Dutch Boy" WONSOVER, you have no color planning, no color harmonizing problems.

Pick *any* WONSOVER color. It's a decorator's delight, a most-wanted hue. Else it wouldn't be there!

Use the color you pick with any other WONSOVER color. You're *sure* to get perfect harmony — within your room, throughout your home. For every WONSOVER color is pre-planned to harmonize with every other WONSOVER hue.

Easy to apply — easy to wash!

A wonder paint from the word "go," new odorless "Dutch Boy" WONSOVER goes on easy and fast. Once-over with WONSOVER! For most repaint jobs, that's enough.

And once-over with soap and water. That's all it takes to keep WONSOVER walls fresh and clean.

Get new "Dutch Boy" *Nalkyd* WONSOVER, the paint that's causing such a big stir, at your "Dutch Boy" dealer. His name is listed under "Paint" in your classified telephone directory. See him soon, and today write for a free copy of "COUNT ON COLOR."



Live Colorfully with

Dutch Boy® *Reg. U. S. Pat. Off.*

PAINTS • ENAMELS • VARNISHES





Another new aid for home decorators . . . "Dutch Boy" Color Gallery

Modish pastels, subtle in-between shades, gorgeous deep tones . . . a wide range of colors is at your fingertips in the new "Dutch Boy" Color Gallery. A choice, too, of flat, satin, and high luster finishes! See the new Color Gallery at your "Dutch Boy" dealer. Pick your colors from chips you can take home.

NATIONAL LEAD COMPANY
Dept. 330 (Address nearest office)

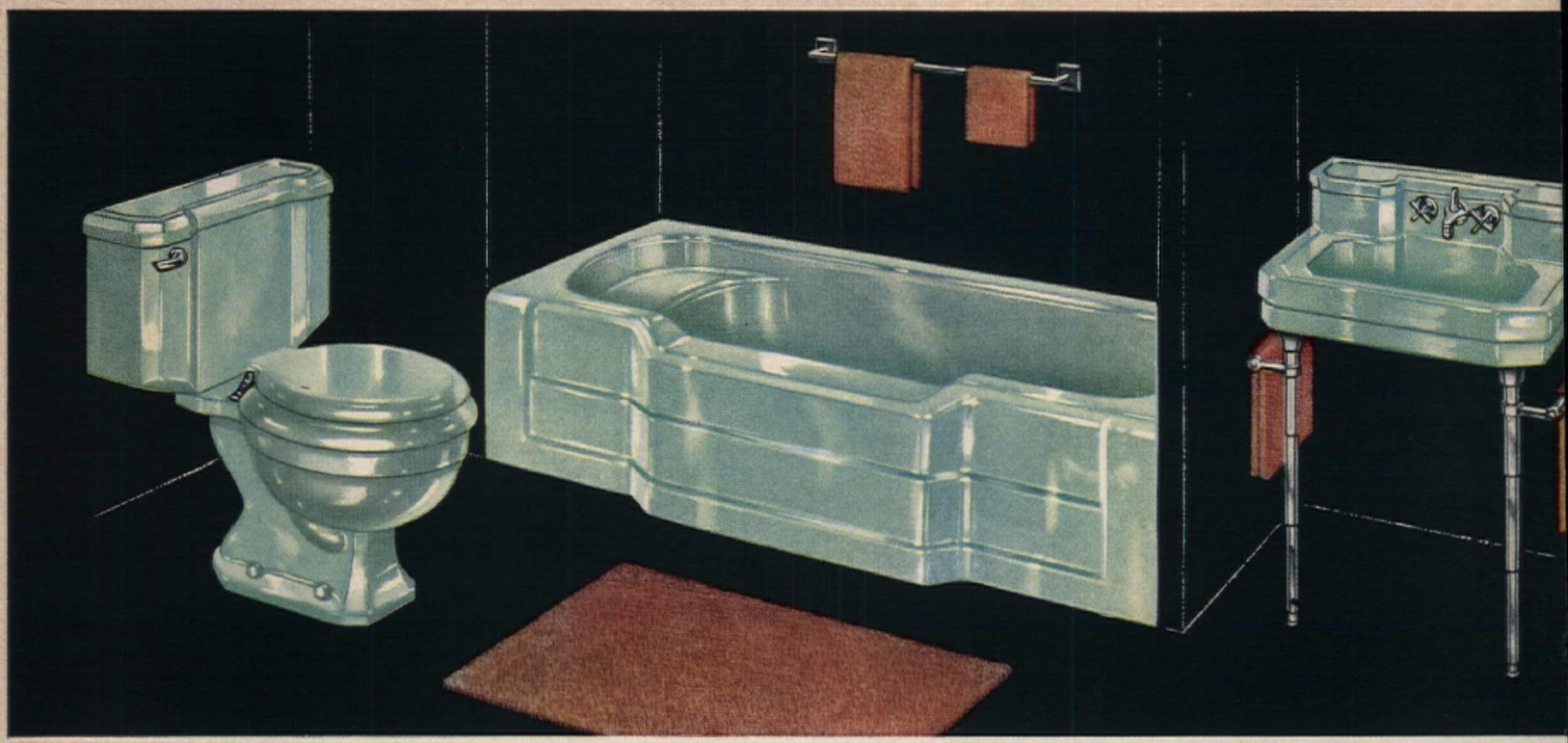
New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a Free copy of COUNT ON COLOR — the "Dutch Boy" booklet that shows how paint can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name_____

Address_____

City_____ Zone____ State____



Six fashion-right colors or snowy white offer unlimited decorating possibilities.

ELJER

A SUBSIDIARY OF THE MURRAY CORPORATION OF AMERICA

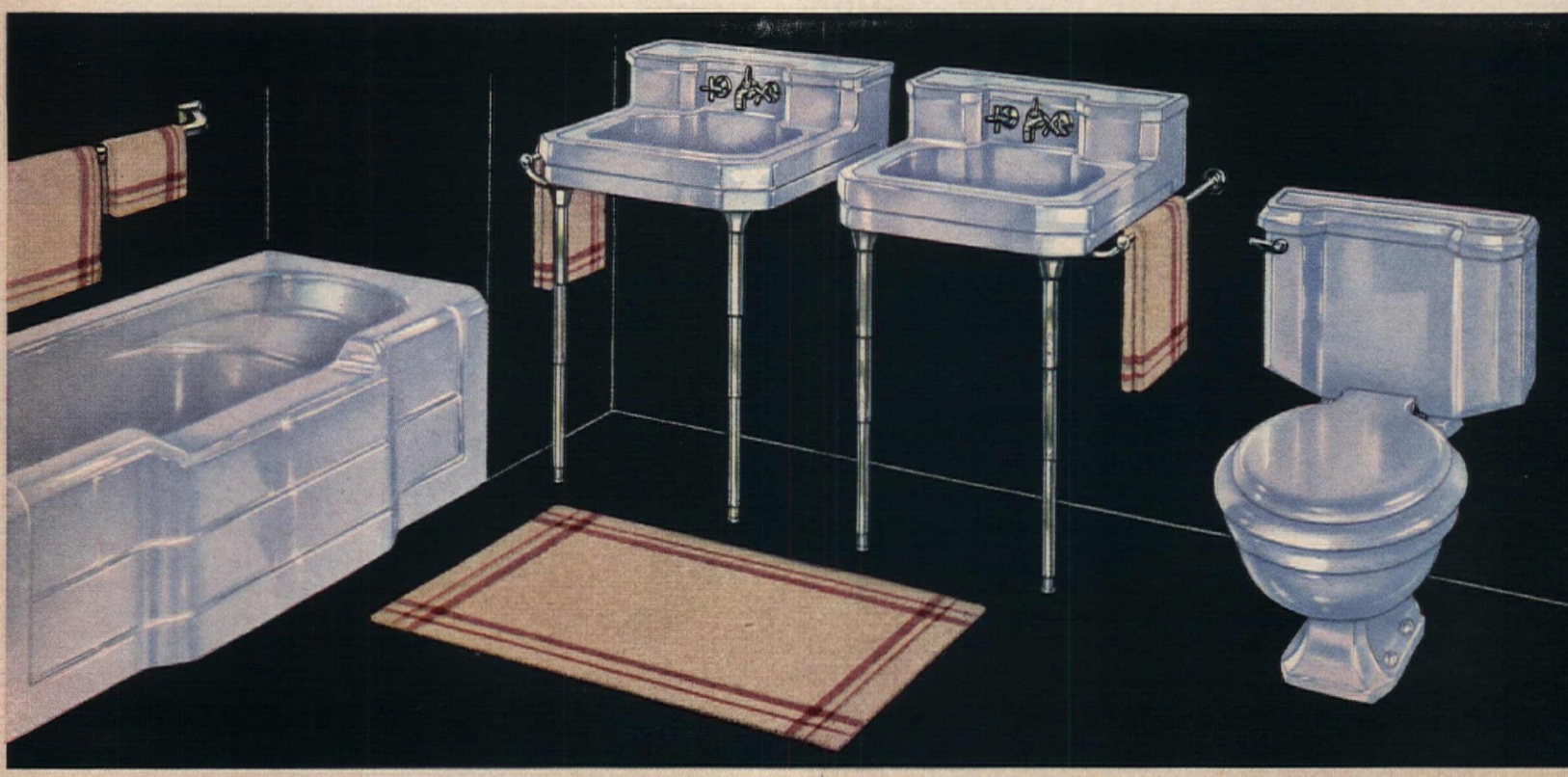
Lasting pride is built right in

You'll find an Eljer-equipped bathroom a constant source of pride and satisfaction. Eljer fixtures hold their sparkling beauty and every detail of design aims at long and efficient service life.

Whatever the requirement, there is an Eljer fixture for the purpose. And Eljer manufactures fixtures in *all materials*—china, cast iron, formed steel—in matching style and color. Faucets and other "working parts" are also Eljer-built.

Whether building or modernizing, Eljer fixtures will reward you in both beauty and efficiency . . . *now and for years to come!* Eljer Co., Box 192, Ford City, Pa.

Twin lavatories give a bathroom maximum family usefulness at relatively low cost.



LADY, CLIP THOSE COUPONS

CLARICE COX

Do you have any cost-cutters, just rolling around in a kitchen drawer? The cost-cutters under discussion, of course, are those coupons you shove in with the over-age rubber bands and the recipes you intend to try, and never will. You probably don't get around to using the grocery coupons either. Maybe you are like the new housewife who ducked into the local grocery after making sure that no friends were there. She sidled up to the grocer and quickly slipped him a coupon worth ten cents on some cookies. The way she did it, you might have thought she was trying to pay in Confederate money or three-dollar bills.

"I hate to bother you with this," she twittered.

"Look, lady," said the grocer, "I like these things. In fact, I even get paid for handling coupons, besides getting the ten cents back from the company. I'm in business and this is business. Got any more at home? Soap? Baby food? Cereal? Bring 'em in!"

She noticed then in the fine print on the coupon that the retailer received two cents for handling the ten-cent coupon.

"The smallest handling fee is a cent," he explained. "A cent or two doesn't sound like great shakes, but I count my profits in cents—just as the housewife has to count her savings."

Often the most generous of these coupons are promotions for a new product. You may hesitate to try it, so the manufacturer gives this added come-on toward the initial purchase. He is gambling that once you have tried it you will come back for more, and you probably will. Also, makers of products so familiar that they are almost family friends try to perk up the sales now and then with a coupon that is worth-so-much on the purchase. It is a "thank you" for past sales and an inducement not to desert *them* for new products. The send-for-a-free-gift and the send-the-label-and-we-will-refund are often generous, too. Manufacturers know that most people don't bother to redeem these, and if some do, it's a sign they are interested. One such campaign returned a silver dollar, itself a novelty in some parts of the country, for trying a new product worth three dollars. That is quite a high return for a few minutes' time and a postage stamp!

A freckle-faced Boy Scout who was doing his mother's shopping as a good turn, noticed a sign offering a fifty-cent refund, almost the whole price of the product. His eyes bulged when he saw that product on his shopping list. On his way home, he mailed the label. When the refund came a month later, his mother ruled that it could go into his camping fund. That was the case of a lone Boy Scout doing himself a good turn. Many firms also have a regular promotion for the purpose of earning money for the Scouts and other credited, nonprofit groups such as schools, ladies' auxiliaries, and the like. One such coupon gives a cash return of three cents on a purchase worth about thirty cents. Members of the groups collect the coupons, and redeem at least one dollar's worth at a time. This saves the manufacturers substantial amounts in handling costs, and, of course, the charitable organization benefits. The manufacturers benefit in other ways, too. They know that nothing equals the pulling power of a Boy Scout asking his mother to get a certain type of soap to add to the troop's treasury. He might even be inspired to *use* the soap!

CONTINUED ON PAGE 112

WHEN YOU CHANGE YOUR ADDRESS

Please report both new and old address directly to us five weeks before the effective date. A copy directed by us to your old address may never be delivered, but, if it is, the Post Office will charge you parcel post rates of from 23¢ to 51¢. Avoid this unnecessary expense by notifying us five weeks in advance.

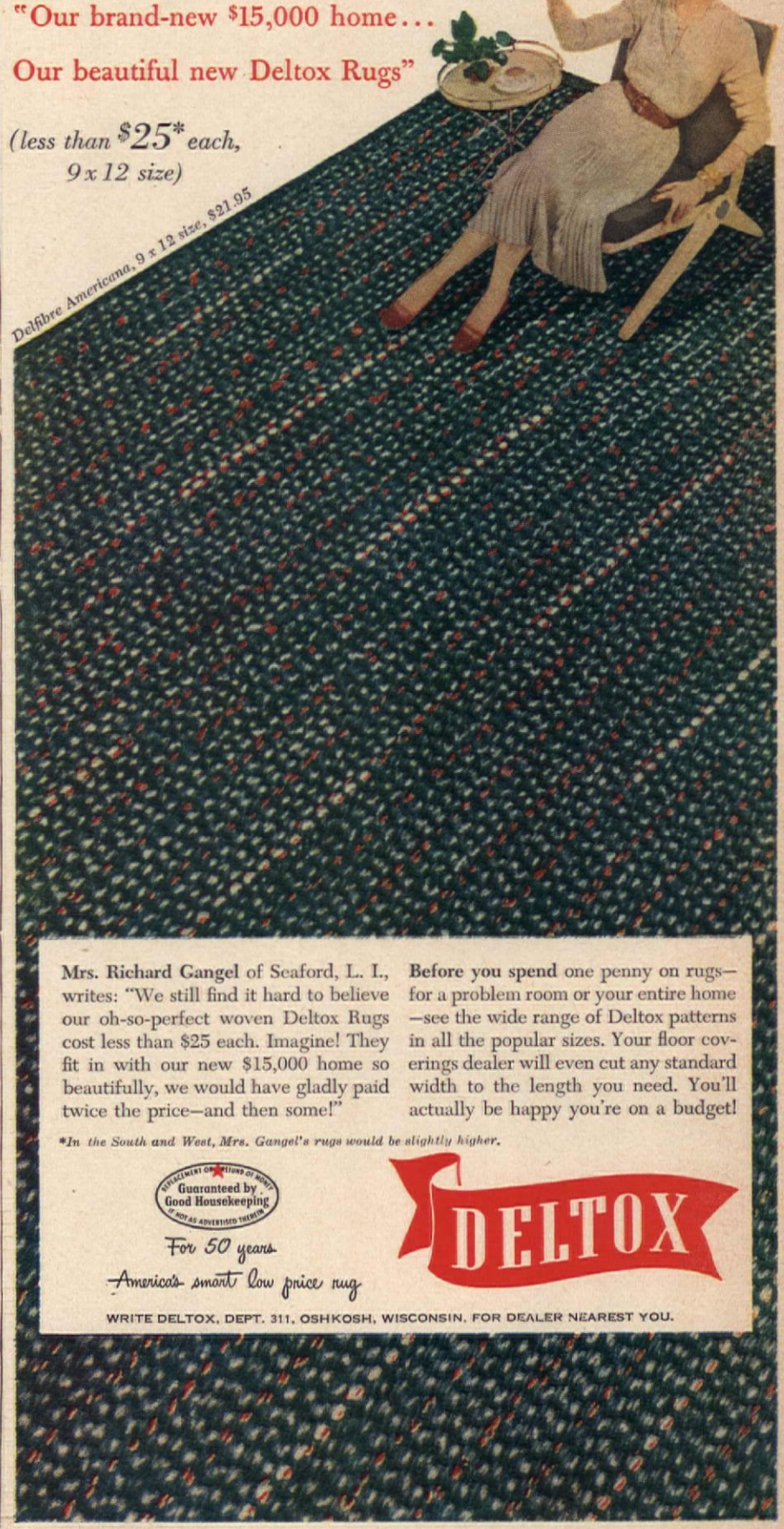
THE AMERICAN HOME Subscription Dept., American Home Bldg., Forest Hills, N. Y.

"You'd think they were made for each other!"



"Our brand-new $15,000 home...
Our beautiful new Deltox Rugs"

(less than $25 each, 9x12 size)*



Mrs. Richard Gangel of Seaford, L. I., writes: "We still find it hard to believe our oh-so-perfect woven Deltox Rugs cost less than $25 each. Imagine! They fit in with our new $15,000 home so beautifully, we would have gladly paid twice the price—and then some!"

Before you spend one penny on rugs—for a problem room or your entire home—see the wide range of Deltox patterns in all the popular sizes. Your floor coverings dealer will even cut any standard width to the length you need. You'll actually be happy you're on a budget!

**In the South and West, Mrs. Gangel's rugs would be slightly higher.*

Guaranteed by Good Housekeeping

For 50 years America's smart low price rug

DELTOX

WRITE DELTOX, DEPT. 311, OSHKOSH, WISCONSIN, FOR DEALER NEAREST YOU.

This demonstration shows how new Johns-Manville SILICONE-SEALED Asbestos Siding repels water, resists soiling

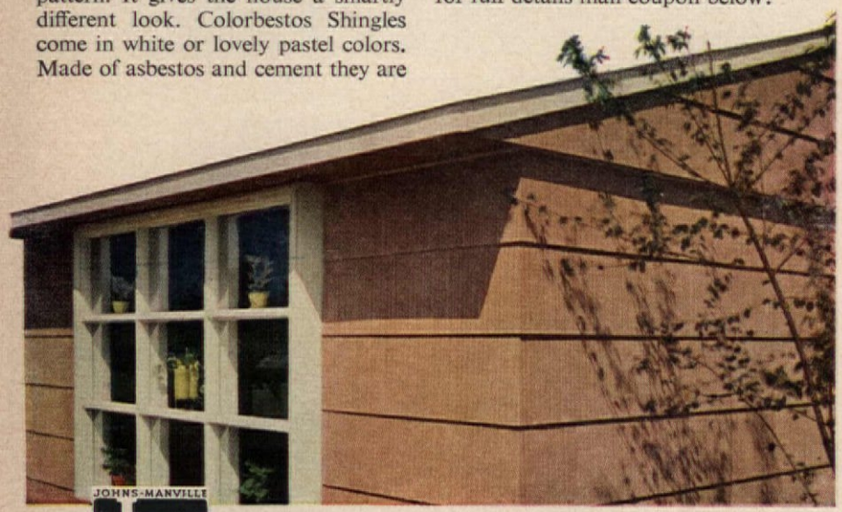


In this actual photograph notice that the water from the hose is spraying equally on both sides of the Colorbestos Siding Shingles. But what a difference! The side that is Silicone Sealed repels water. It doesn't darken or change color.

New beauty in Sidewalls for new houses or old!

ILLUSTRATED HERE is the beautiful new Johns-Manville Colorbestos Shingle which meets the up-to-the-minute trend in architectural design. Notice its large size, its broad exposure and its vertical, random-ribbed, striated pattern. It gives the house a smartly different look. Colorbestos Shingles come in white or lovely pastel colors. Made of asbestos and cement they are fireproof, rotproof and never need painting to preserve them.

If you're planning to build or remodel, ask your Johns-Manville dealer to show you a demonstration of how J-M Silicone-Sealed Shingles repel water. Or, for full details mail coupon below!



JM PRODUCTS **Johns-Manville**

Free For brochure about new J-M Colorbestos Siding and full information about Silicone-Seal mail coupon to Johns-Manville, Dept. AH-11, Box 60, N.Y. 16, N.Y.

Name_____

Address_____

City_____ State_____

S



It Suits Santa

DOROTHY LAMBERT TRUMM

This can be Poppa's Santa suit (made by Momma from our pattern), or it can be a life-sized Santa Baby, stuffed with felt or cotton, and trotted out every year to preside, immobile but benign, over the festivities——as he does at designer Julia Thomas' house. We like him either way—and so will the moppets. The smaller the child, the greater will be the love for a mammoth "Santa Doll" around whom he'll conjure up his own Santa dream.

The suit is made of red cotton flannel with "fur" of white cotton batting. The belt and boots are shiny black "patent leather"—oilcloth. Santa's face is a mask, but it needn't be an elaborate one—the sort you find in neighborhood stores will do nicely. If you stuff the Santa suit, do it in such a way that you can "deflate" for storage. Find out all about it in Pattern **1571**, price 50¢.

FOR SANTA SUIT, PATTERN 1571

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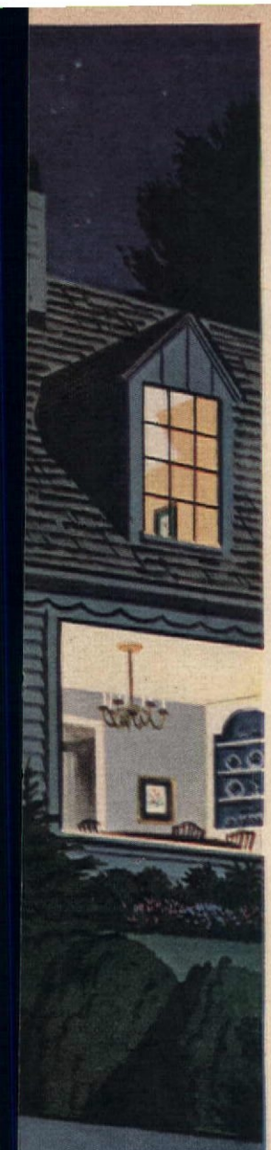
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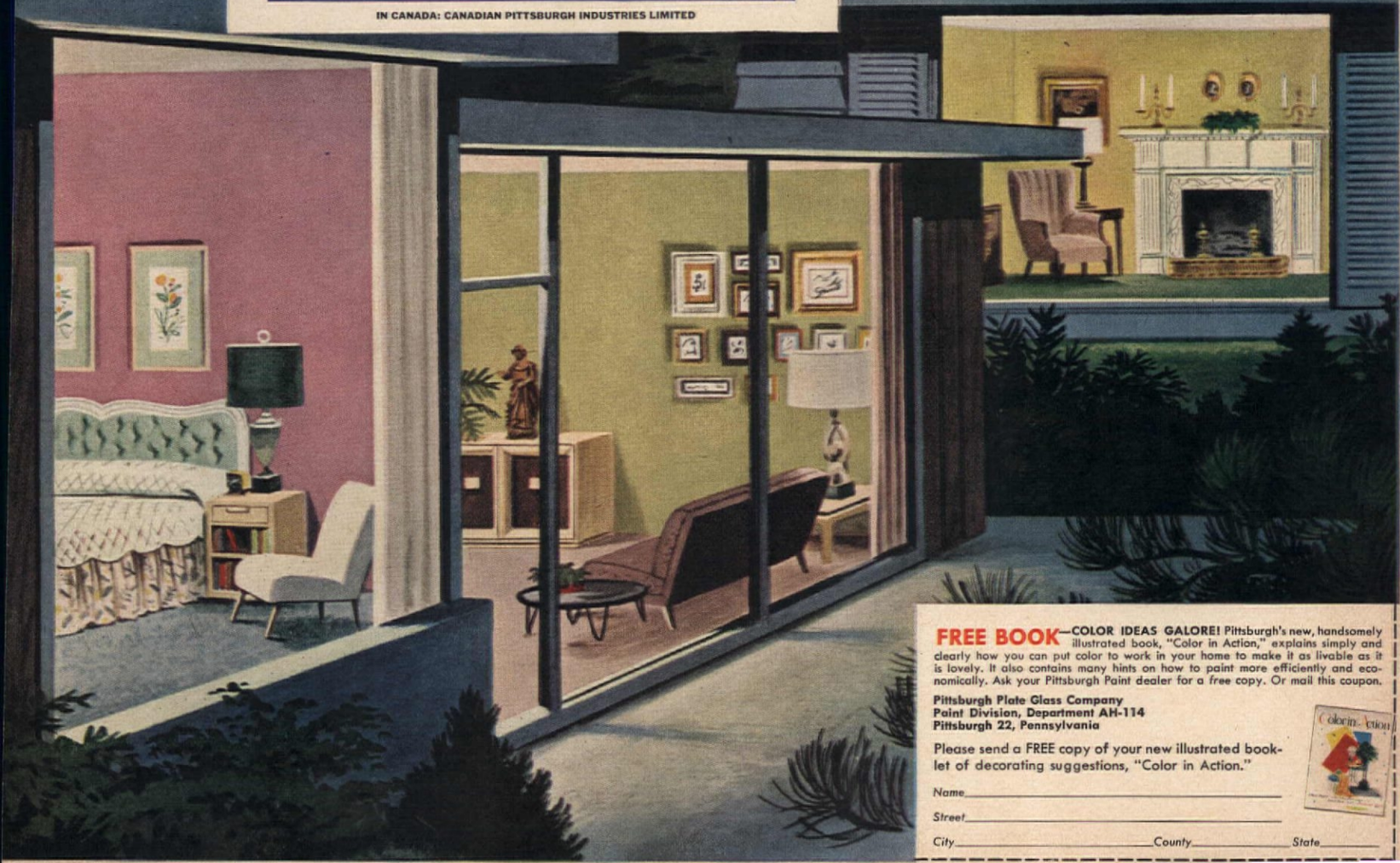
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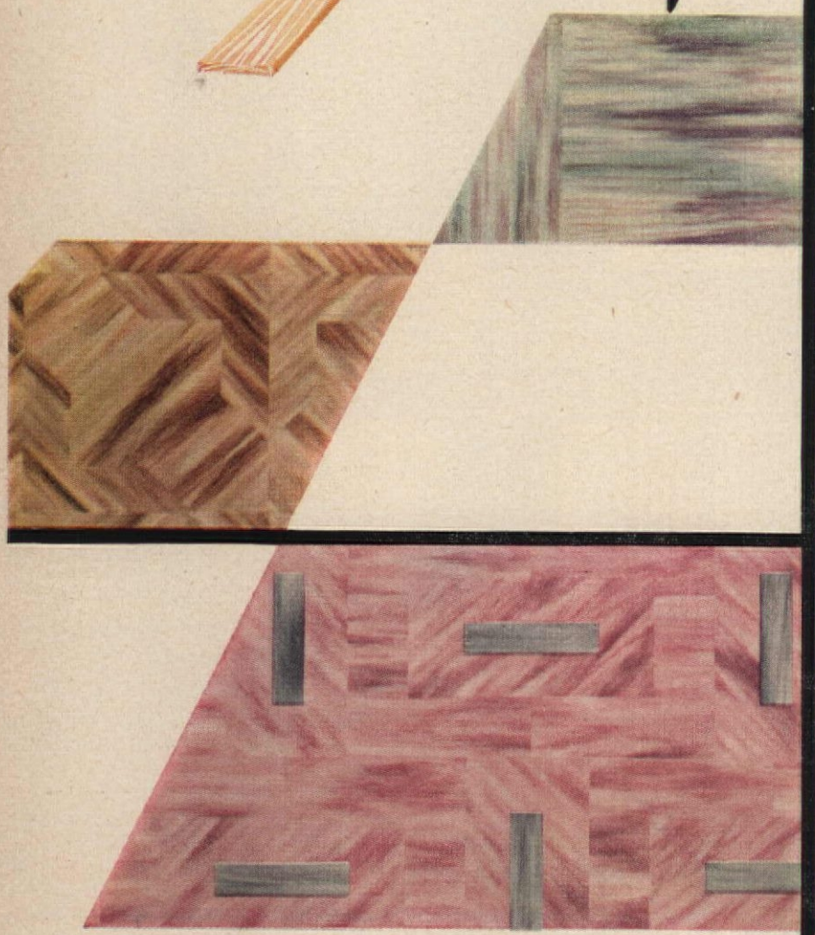
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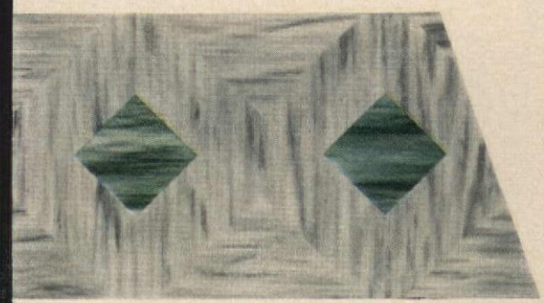
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for the young in heart



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BARBARA HART

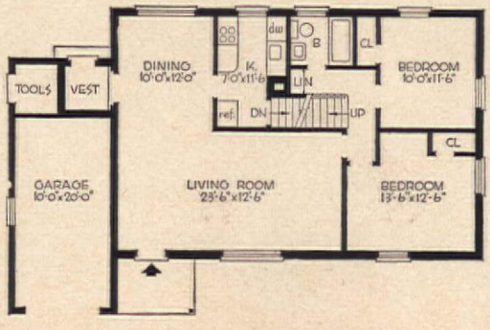
Little House with a Two-Way Stretch



OWNERS: MR. AND MRS. S. W. McCUNE, PRINCETON, N.J.

Remember those small "veterans' homes" built under early postwar conditions? This one was bought in 1946, while still under construction, by Lt. L. K. McCune, who had just been discharged from the Navy. When they moved into their new home, the young family (it consisted of a wife, a baby, and the veteran who was finishing his G.I. postgraduate education) joined what had, by then, become a booming community of veteran's families like themselves. The pretty "honeymoon cottages" on generous lots were good buys at $10,700—but they were as small as most homes of their kind, had only two finished bedrooms. After a while, new cribs, playpens, and baby carriages crowded the five rooms so badly that some families were forced to leave the community to move into larger quarters.

When it came time for the by-then *Dr.* McCune and his family to move on, his mother and father (Mr. and Mrs. S. W. McCune) took the place over, transforming the typical honeymoon cottage into their ideal "retirement house." What they wanted was a place small enough for the minimum amount of maintenance, a house with the conveniences of an apartment: easy to leave for trips and travel, but a real home when they were at home—a house equipped for hobbies and entertaining, with enough ground around it for a pretty lawn and for plenty of the flowers they enjoy.



It took a twofold transformation to arrange the existing space as a gracious background for their primary household needs, and to create additional quarters where other members of the family could stay, and where hobbies could be pursued. In other words, to keep the house small, but to give it a two-way stretch.



How did they "stretch" it? Well, on the top, Mr. McCune expanded the attic into two pine-paneled bedrooms, one to serve as his study, and the other for the use of a younger son who was absent at prep school during most of the year. And, at the other extremity, the basement was finished into a fully equipped photographic dark room, and it was made to provide, as well, a separate laundry, a workshop, and generous storage room.

By finishing the attic and basement, Mr. McCune had added 1,375 square feet to the living space, so that today this little "veteran's house," with its garage and porches, boasts a total living area of 2,520 square feet—selected, equipped, and decorated as a comfortable retirement home. Rail fence, a good-looking sign post, dragon's-blood-red trim, and good foundation planting all make it a distinguished little home as well.

TO SEE THE TWO-WAY STRETCH INSIDE, TURN THE PAGE

Little House (Begins on page 57)





Meanwhile, Mrs. McCune wisely called in an interior decorator to help her stretch every bit of floor space—and got what she wanted: a distinctive little house, small enough for two, large enough for guests and grandchildren, easy to run, and easy to close up and go a-traveling

"My job," says Decorator Frances Mullen Ralston, "was a two-way stretch job—to make it long on entertainment capacity, but short on furnishings, in order to create an illusion of space as well as to make for easy housekeeping."

How did they accomplish it? Here's how—and a complete household operates efficiently and serenely in the uncluttered modern décor, a far cry from the cramped little quarters usually associated with a small builder's house.

For the living and dining areas, the decorator selected a monotone color scheme in avocado green, a soothing yellow-green which was used for the walls and woodwork, and for the deep-pile carpet. Draperies of heavy linen were dyed to match the walls, and the bookcases, a chest, and a corner table were lacquered the identical shade. The ceiling is a lighter tone of avocado, mixed with more yellow. For variation, the wall behind the bookcases was papered in a bold bamboo-screen pattern, with deep green, avocado, and a yellower green appearing in alternate stripes. This paper, which is repeated in the entry hall between the dining area and the garage, ties in with the living room and makes for a sense of continuing space. The corner seating arrangement provided by the two-sectioned sofa upholstered in avocado-colored bouclé nubbed with dark brown threads, fits against two short walls, and the lacquered corner table, plus a butterfly cocktail table in blond mahogany, completes this conversation corner, which has excellent light for reading, too, at any hour of the day.

The generous buffet of limed oak (shown on the preceding page) stores all necessary glassware, silver, linen, and also serves as a background piece at the front entrance. In the dining area, the rectangular limed-oak table is flanked by chairs with seats and backs upholstered in deep coral, a color which is carried into the compact kitchen beyond.

Squeezing a fine four-poster double bed and its matching mahogany bureau into a master bedroom only 10′ x 11′6″ was a feat achieved by selecting a background shade which would blend with the dark pieces and minimize their size. This color, cinnamon-rose, was used for the woodwork, for the tailored bedspread of pinwale corduroy, and as background of the tiny

INTERIOR DECORATOR: FRANCES MULLEN RALSTON



spatterdash wallpaper. Again a monotone color scheme effected an illusion of spaciousness. Contrast comes from the gay gold in the plaid cotton taffeta of which the dust ruffle is fashioned, and which is repeated in the coverings of the boudoir chair and bench. The beige string carpet matches in neutral tones floor-length draperies made of beige corduroy.

It was a real *tour de force* to install twin beds in the narrow "nursery" bedroom, only 9′ x 13′6″, but the decorator did it by placing two box-spring-and-mattress sets end to end along the one unbroken wall. With identical tailored covers and bolsters, the effect is that of a continuous day bed. A chest, high, wide, but shallow, was found to fit the recess in the opposite wall, affording compact—but not crowded—accommodations for two.

Well-chosen accessories have contributed much to the interest of each room, yet have not been allowed to clutter or interrupt space in these small rooms. A reproduction of a Braque still life hangs over the buffet in the entry hall, and beneath it is a handsome English china tureen, picked up at auction, and filled with rhododendron leaves. The decorator has wisely not insisted upon rigid functional accessories just because the décor is essentially modern in feeling. A bit of driftwood in the living-room window, coral and bamboo accents against a background of avocado, suggest a tropical setting in this northern suburb. Over the sectional sofa, two simply framed Audubon prints are hung, and on the modern lamp table, books and a wooden bowl keep agreeable company with the modern tubular brass lamp. On the opposite side, there is a floral lamp base in traditional style, and beside the entry door, you'll find a pine spoon rack and planter. However, the secret of the compatibility of all of these things lies in the restraint with which they are used—evidence of the "knowing" professional results a good decorator can achieve with the most modest requirements or means.

E. L. D. SEYMOUR

How to Garden All Winter Long



1

Just because you move indoors for the winter is no reason to deprive yourself of the plant colors, forms, and fragrances that make your gardening activities rewarding. With modern methods and materials, you can keep your rooms bright with foliage and flowers from the time the first frost comes until the last goes. Most helpful, of course, is a little greenhouse, where you can start new plants from seeds, bulbs, or cuttings at almost any time, grow them on to flowering perfection for house display, and return them after their blossoms fade; where you can carry over winter tender and half-hardy garden subjects; and where you can plan, plant, and putter, no matter how deep the snow outside.

Lacking a greenhouse, you can do a lot in a little basement or garage space, the former partitioned off to prevent its becoming too hot, the latter provided with enough heat to keep the temperature from going below 40 degrees. If a window admits plenty of daylight, good; if not, investigate the rich possibilities of artificial illumination, especially the fluorescent kind. Horticultural departments at state agricultural colleges, greenhouse manufacturing and supply firms, some commercial pot-plant growers, and the big electric and public utilities companies can give you advice, literature, and references to other sources. Another way to effective results is via built-in plant boxes of wood or masonry, designed to harmonize with your house architecture and decoration scheme and to provide congenial growing conditions for foliage (and some flowering) plants in a variety of types, forms, and sizes. And finally, calling for no permanent investment or installation, there are flowering pot plants—an important part of the florists' stock-in-trade—ready to provide blossom effects from late fall to spring, and adapted to light conditions ranging from light to dim, and to various degrees of atmospheric humidity. Some give but a temporary effect while in full bloom; others have a long flowering period or, because of foliage almost equally attractive, can be kept in the house as long as they thrive. Some will have been brought indoors as the nights grew short after a summer vacation in a sheltered garden spot. Others you will pick out at your florist's because of some feature that especially appeals to you, or on the strength of his recommendation. (And, by all means, get to know a good "retail

CONTINUED ON PAGE 130

A few easily enjoyed subjects for the indoor winter garden. As always, start with a few time-tested old reliables; then explore and experiment. 1 and 3, two of many forms of the common cowslip (*Primula veris*), ordinarily grown outdoors, but clearly a good pot plant, too. Flowers in 1 are yellow with a darker throat. 2, a fine begonia of the winter-flowering hiemalis group. 4, Cyclamen is not an easy plant to grow from seed (the usual way) or to carry over from year to year; but if, under favorable conditions, it blooms from mid-December to March, can we ask more? 5, double early tulips are one of the best kinds to force for early spring bloom; pot up in fall and keep cold for two or three months. 6, Paperwhite narcissus is not hardy in the North, but is most docile and rewarding for home forcing.



2



3



6



4

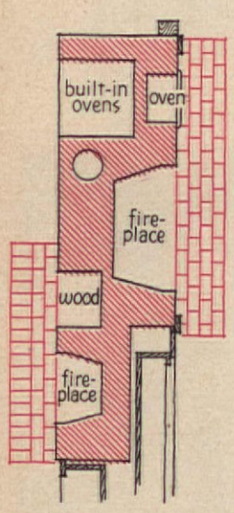


5

Look at *your* living-room wall. Maybe there's a dinky mantelpiece with a French door on either side leading to a seldom-used sun parlor. Why not remodel it into this authentic Colonial fireplace wall with mellow pine paneling and old brick fireplace? You'll find complete plans in Construction Pattern AH101, 50¢

It's Two-Faced *and* There's a Blueprint for It!

HUBBARD H. COBB and MARY E. MONZE



Two fireplaces are backed up (staggered on plan) in single masonry wall. Build one, or both, to remodel your present living room, or to add a new room

Family room, living-kitchen, keeping room—call it what you will: everybody wants one, and a lot of folks are determined to have one. We've never seen so much adding on to houses as we have in the last year.

Well, we believe in making things easier for our ever-lovin', home-loving readers. That's why we're offering a completely detailed blueprint for building the beautiful two-faced fireplace wall you see here—two-faced, because one side of it is a living-room wall and the other side is in a Colonial living kitchen.

We're not offering a blueprint for the whole living-kitchen, because everybody's requirements would be different; but our construction pattern does take in the *entire* double wall—paneling, bookcase, cupboards, door, and all—not just the masonry. The pattern even includes space for a built-in wall oven unit not shown in our picture of the kitchen side.

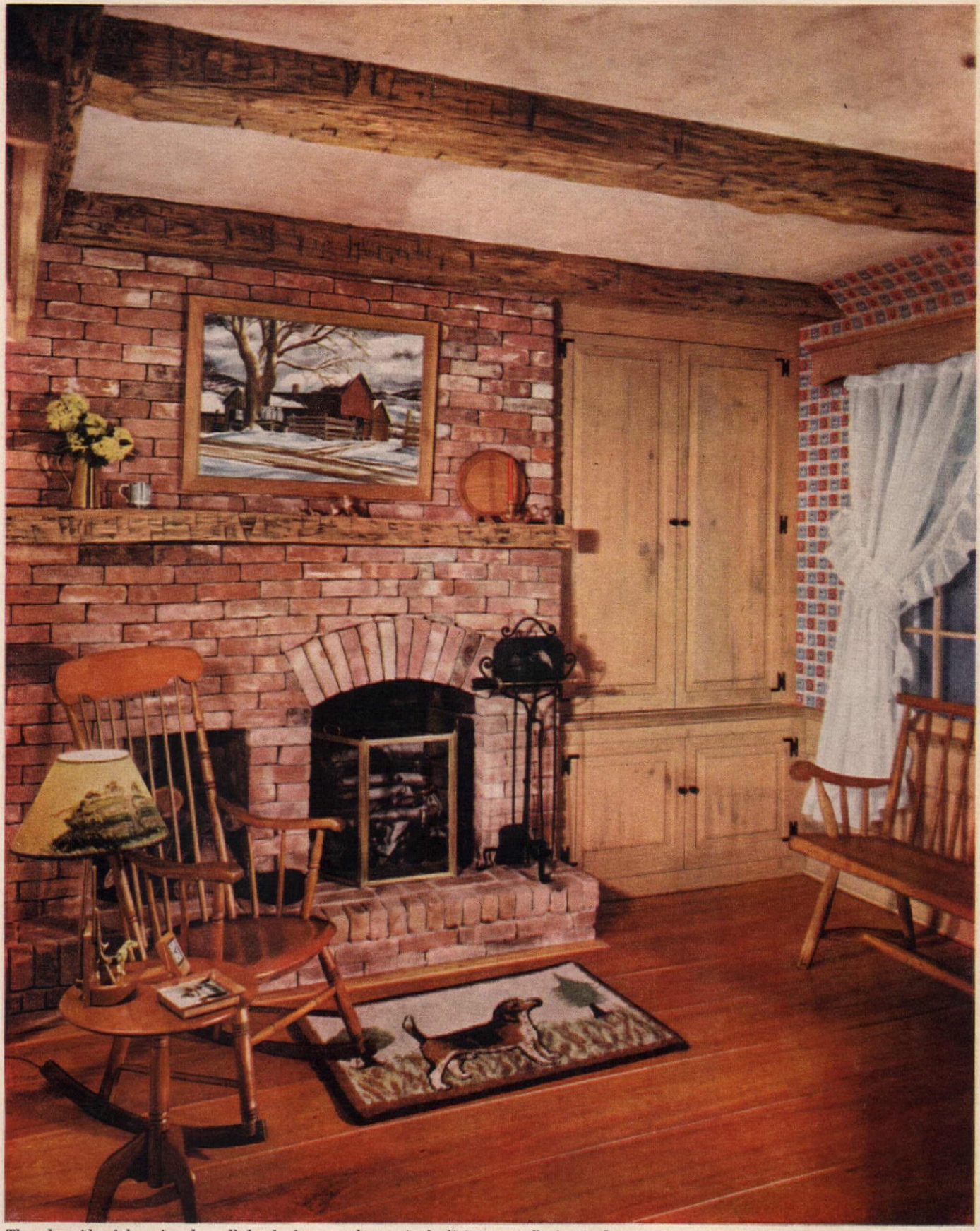
It's a marvelously flexible plan because you can add on to the wall or subtract from it simply by altering the dimensions of the bookcases and paneling at each end—bigger or smaller. The door behind the love seat leads into the kitchen, but you could move it.

A great deal of the charm of these rooms lies in the handling of the materials—notice the beautiful pine boards, the hand-hewn beams in the ceiling, the lovely ancient brick that makes the fireplaces. It's worth your while going out of your way to find old used brick like this—the older, the better.

Walter Uhl was the designer and builder; Dr. and Mrs. Joseph Conolly, Jr. are the lucky owners. Order your blueprint and join the charmed circle. (Construction Pattern AH101—see order form, page 128.)

At last! Complete working drawings available for these fireplace walls—

hearth and heart of the family room you've dreamed about!

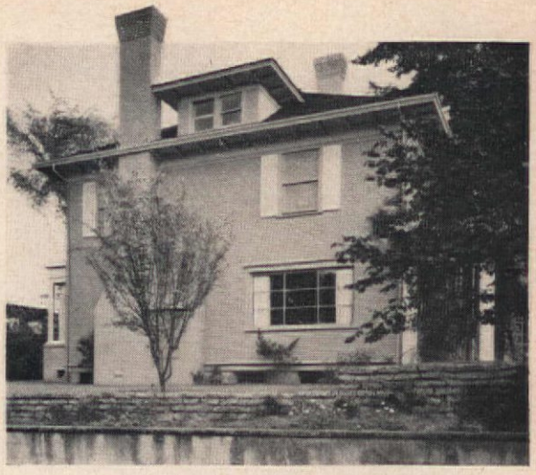


The other side of the coin—the wall that backs up to the one in the living room. Perfect in den or dining room—and ideal in that living-kitchen you may plan to add to your home. You can also have a built-in oven in addition to the fireplace and log box—our blueprint shows how

SEE FIREPLACE ORDER FORM
ON PAGE 128 OF THIS ISSUE







They added a well-proportioned chimney for the new living-room fireplace, and a large window in the dining room. Now there's a neat retaining wall and well-placed planting instead of the meaningless, overgrown, untidy assortment





Only change here was enclosing the service porch and adding a trim, simple rear entry. Enclosing the porch enabled Mrs. Callison to have her laundry equipment up on the main floor, but out of the kitchen proper

This House Is 50 Years Old

A Success Story

The house was typical of thousands across the country—square, two-story frame structures with covered porch, ugly dormer, and useless, hard-to-mow bank. In remodeling, Mrs. Callison tells us, "We built up the front level to make the house appear less tall, made a series of rockeries which gave us an attractive approach, and far more level gardening space. The porch came off, and also the front dormer. . . . Two bay windows, designed as a continuing façade with a dignified, new, recessed door and planting box, made a handsome, horizontal effect, and handsome 'view windows' within"

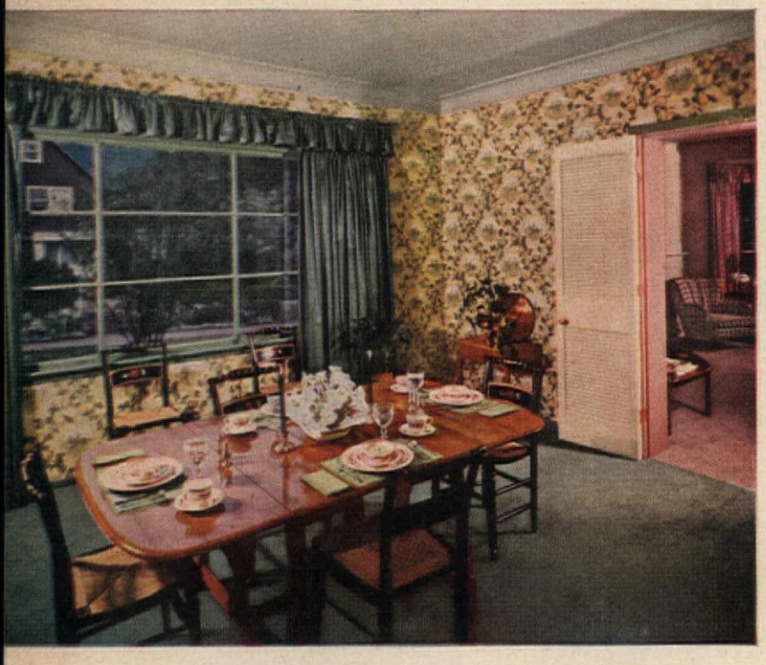
This house is the home of Dr. and Mrs. R. D. Callison, and it sets high on a hill in one of the older residential sections of Seattle. As in most elderly residential sections of this type, no matter where, most of the houses are on the big side—but not by any means are they going to seed, even though the vital young have flown the parental nest. And, more and more in the tiresome search for a new house that is not as compact as a boat and just as lacking in privacy, the young and middlin' young are beginning to see possibilities in these aging houses. There is room and there is privacy. They are nearer to work, and they are invariably beautifully planted on tree-arched streets. These, indeed, were the factors that influenced the Callisons to remodel just such a house in just this sort of neighborhood. Their decision, and Mrs. Callison's personal story is, in fact, identical with our observation of an increasing national interest in modernizing aging homes in attractive and convenient, though elderly, neighborhoods rather than reconstructing attractive, though thoroughly *inconveniently* located antiques —or settling for anything, just so it be labeled "ranch house."

"The main reason we chose our house," writes Mrs. Callison, "was because of its location. In a city becoming increasingly traffic-

CONTINUED ON PAGE 128

TO SEE THE INSIDE STORY—TURN THE PAGE

ARCHITECTS FOR THE REMODELING: GEORGE WELLINGTON STODDARD & ASSOCIATES, A.I.A.

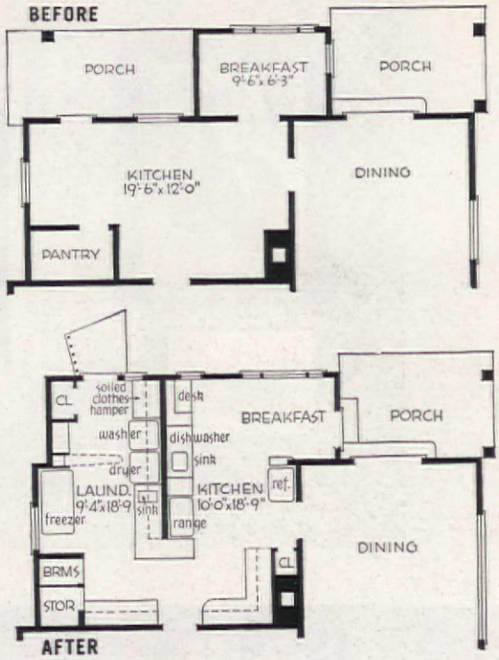


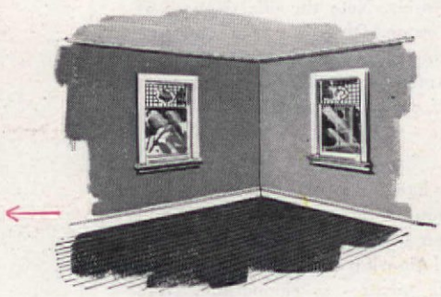
Instead of old archway, louvered doors which can be closed when the room isn't in order. Instead of a mean, small window, a generous one on a pleasant lawn. And fresh paint and paper, of course



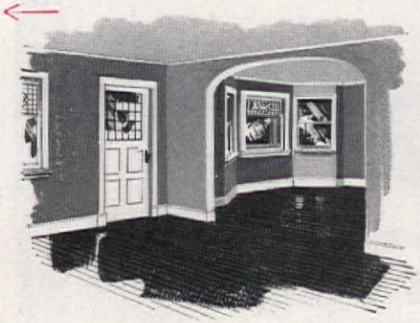
Compare the living room now with the sketches at your right, and you will quickly grasp the great difference that a little remodeling made in the space here. New fireplace with paneled storage wall, new bay window to bring in a view







BEFORE: It's hard to believe that this commonplace corner is the same one pictured at top of opposite page. In remodeling, one window was covered up by the handsome wall built around the new fireplace. The other dinky window, which looked out on the porch, has been replaced by the big bay to add space, and light, and a perfect spot for a cozy furniture grouping



BEFORE: An archway used to connect the living room and den. Down it came, and in its place, a Modernfold door, "slipcovered" to match the draperies, separates the rooms. When there are big parties, the two rooms are used as one large space. At other times, the smaller room is an intimate den and music room, with built-in bookcases and large desk



The kitchen saw the greatest changes. Mrs. Callison told us. "I wanted a practical, but not antiseptic-looking room, so we used natural wood cabinets, and, on the floor, neutral-colored (shows neither dust nor dirt) asphalt tile. To avoid too many curtains, and still have color, I used wide valances above the windows. It's a good place to work, with plenty of counters and cupboards, good space for a breakfast table, built-in chopping block, and a wonderful kitchen desk. I have a strong objection to laundering right in the kitchen and so, to get the laundry upstairs, we enclosed a back porch, then divided the whole space with the wall you see above—behind it, we have full laundry equipment, freezer, and children's closet. Also a bar to keep the man of the house out from underfoot! We moved the basement stairs out of the kitchen and made room on the basement landing for a washroom. Out of all this, we have achieved an attractive and comfortable house which only cost about. . . . Well, as my husband says, 'It's only money'."



IN THE INTERESTING GROUPING above, portraits of early presidents of the United States are combined with an old chromo and a pair of prints of sailing vessels. Note the effectiveness of the rounded top on the central frame. Often you can find fine frames in junk shops and pair them up with good prints. See, too, how all these subjects are Early American in character. Document wallpaper carries out the theme. From the Thomas Lawton home.



IT'S A GOOD PLAN, when you're hanging assorted sizes, to establish one larger picture in the middle of the group and then build around it, as in this Early American grouping in the home of Mrs. Harold Ruben. Here there is no relationship of subject matter (nor of period) but the "feel" of the pictures is compatible. Note the pine apothecary chest—perfect shallow piece for a hallway.

A COLLECTION OF SILHOUETTES can be a focal point in a room when massed together instead of hung in two's and three's. Again, the whimsical Victorian drawing of two little girls is the central point from which the silhouettes radiate. It's best when working out a complicated grouping to figure it out on the floor first, then sketch it on a piece of paper, number each picture on your sketch and on the back of the picture as well. Hang the key picture first.



How to Hang ASSORTED SIZES



Onesies and Twosies don't count for much—get them together for a striking effect! Here are five good ways

ASYMMETRICAL ARRANGEMENTS are not so easy to do as symmetrical groupings like the ones on the opposite page. When you're working out an "off-balance" collection of odd sizes, you have to depend pretty much on a strong sense of design and balance, because no holds are barred, and no rules apply. Their interest must come from unusual combinations and spacings, variety of shapes. On the wall below, Anne Barnard hung two modern portraits, one above the other, and placed alongside them a group of three round plaques (actually Chinese bas-relief carvings in ivory) and a pair of coats of arms in enamel. This juxtaposition of modern and antique makes a good conversation piece.





LONG NARROW HALLWAYS usually have a vacant and unlived-in look, particularly if walls are plain painted surfaces. A collection of assorted sizes can do wonders in personalizing such a space. Here a group of etchings of monuments in Paris and London bring back happy memories to the owner. You might get out all the family photographs and snapshots that are tucked away in drawers and trunks, frame them inexpensively, and have your own personal portrait gallery in the hall.

For the Big Boys

DATA: MAX TATCH

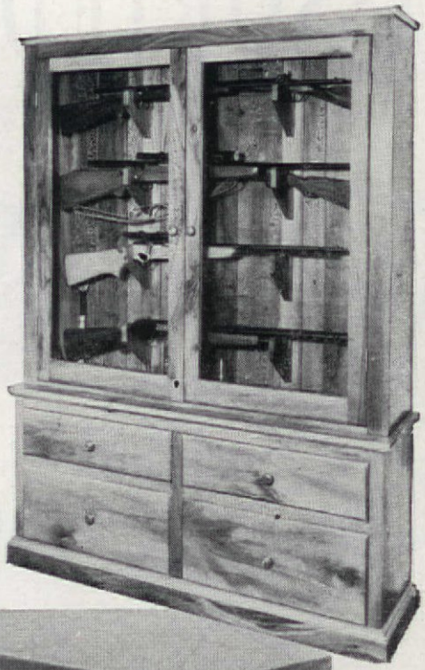
Where should those guns be kept? No sportsman is happy unless they're in view, all polished and protected, and a center of interest in his home. So face the facts—and get some inspiration from these four handsome cabinets!

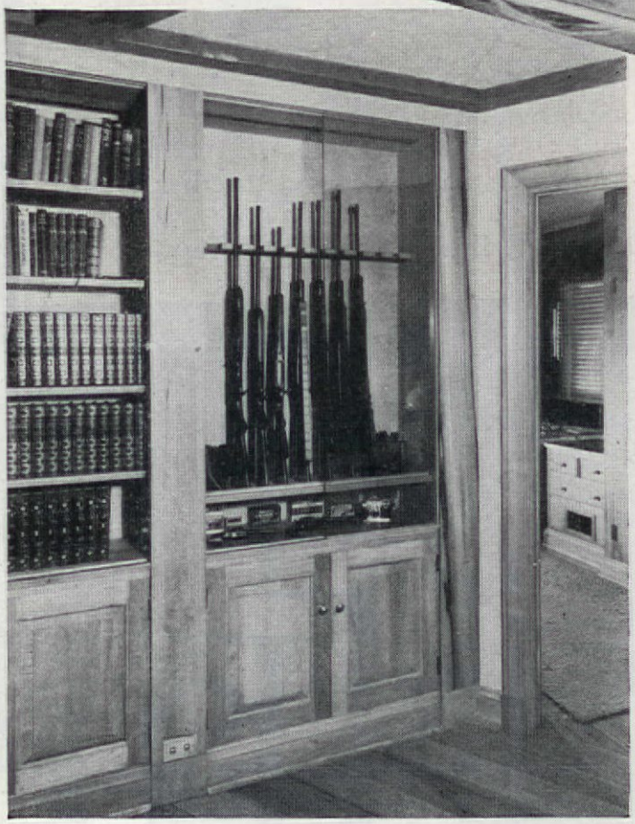


Guns should be protected from moisture and dust, and locked up where only those who should, will handle them. Display case at left, designed like a giant shadow box, was built in a den

Cabinet at right is thrifty of floor space, for there's a full component of storage below. Note the distinction good proportions lend to this simple pine piece

Solution below is so easy, and so good, we expect many a sportsman to copy it. One section of any bookcase wall can be provided with a gun rack instead of shelves, and trimly encased with sliding glass doors

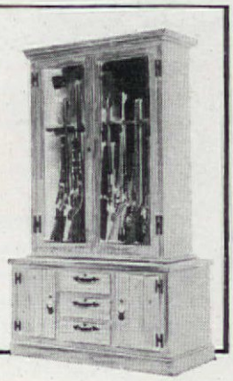




YOU CAN GET GOING ON THIS ONE

Don't just dream. You can start building the cabinet at your right from our blueprints. Tall display section houses your guns safely behind glass, and under lock and key. Large cupboards and ample drawers hold a wealth of other paraphernalia. Complete instructions with Blueprint Construction Pattern 2011, 50¢

SEE PATTERN ORDER FORM, PAGE 133

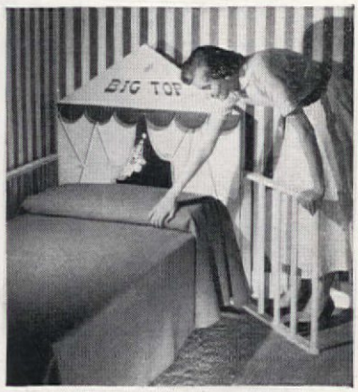




See "Where Credit Is Due," page 136

BLUEPRINT PATTERN 2062, 50¢

ROBERT W. HOUSEMAN



Hinged "wings" corral them for the night, and keep them from roaming, but fold back easily for the purposes of bed-making

After a roundup with Hoppy and other late-day enchanters, an announcement of "bedtime" brings disenchantment—and often protest in no uncertain terms. That's only natural—so we'd like to propose that you let your very young cowboy, cowgirl, Space Cadet (or what have you?) remain in the world of Make-Believe until he crosses into Dreamland. Just bid him "hit the hay" right in the shadow of the Big Top, our Circus-inspired headboard-plus-sides that turns an adult-sized box spring and mattress on legs into a youth bed par excellence. An AMERICAN HOME pattern, of course!

What a Christmas present such a bedstead would make from a father to his heir or heiress! And, with our pattern to guide him, Dad needn't be too handy, nor invest too much cash. In addition to the pattern, all you need is some plywood, lath, and wooden rounds, plus a bit of paint, and a hand only knowing enough to follow the easy painting pattern we throw in for the decorations.

The headboard stands free against the wall, and the "wings" keep it in place. It is 37 inches wide to fit single-bed sizes, but you can add a few inches if you want to use it with a twin bed.

SEE PATTERN ORDER FORM, PAGE 133

For Little Boys *[Cowboys, of course!]*



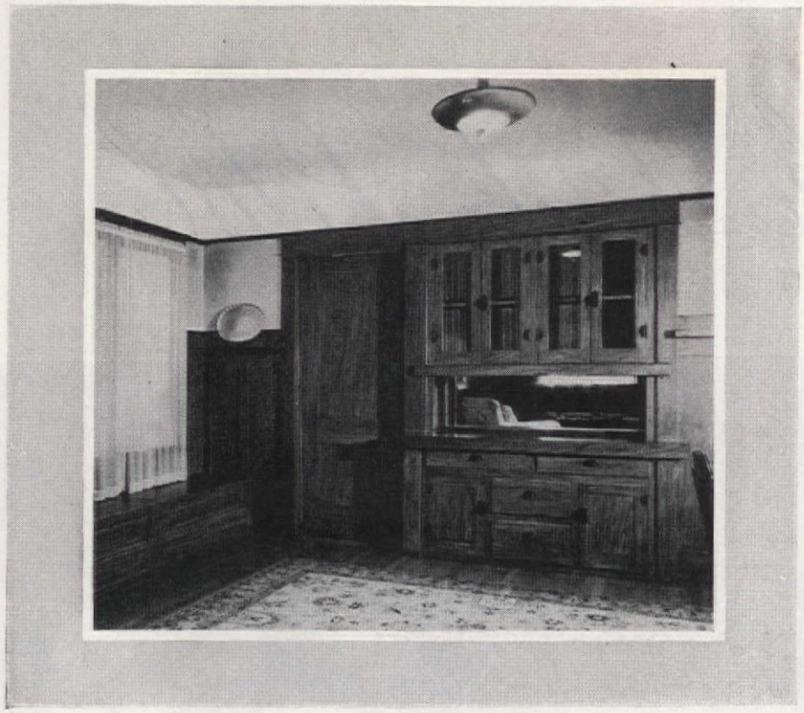
Isn't it a pleasant dining room now? It wasn't, though, just a short time ago, as you can see in the picture at your right. Dated, ugly, and depressing, it was typical of thousands of bungalows of the World War I era. An all-out solution might have been to rip out the wainscoting and do away with that horror of a cupboard (the first thing you saw upon entering the house); or to strip down and refinish the woodwork. But these were costly propositions if done by professionals. A good, middle-of-the-road compromise was to clean, rub, and polish the woodwork and to use, above it, a wallpaper with small diagonal pattern on a cedar-colored ground — a shade that blends in with the wood's tones and ties the rooms together. To make the wallpaper area larger, and so diminish the height of the wainscoting, the picture molding was removed, and replaced at the ceiling line. Then the doors were banished from the upper part of the cupboard, and replaced by a scalloped frame and open shelves upon which colorful china is displayed.

You Don't Have



One bungalow, badly bungled: that's what confronted Decorator Anne Phillips when the Worley Ladens consulted her about the tired interiors of this *circa* 1915 home. You must have seen their counterparts many a time: the oppressive wainscoting, the enormous beams, the ugly, carpenter-built cupboards—and wanted to rip them all out. But it was a freshening-up, not an all-out job, that the Ladens had in mind—just the kind of challenge dear to the heart of Mrs. Phillips who spends hours a week teaching young people to make the most of their dollars and taste. It's easy enough, if you have plenty of money, to go on an all-out decorating binge. But you don't have to—our pictures prove that. Changes here were not major, but they make a very effective minor monument to good taste.



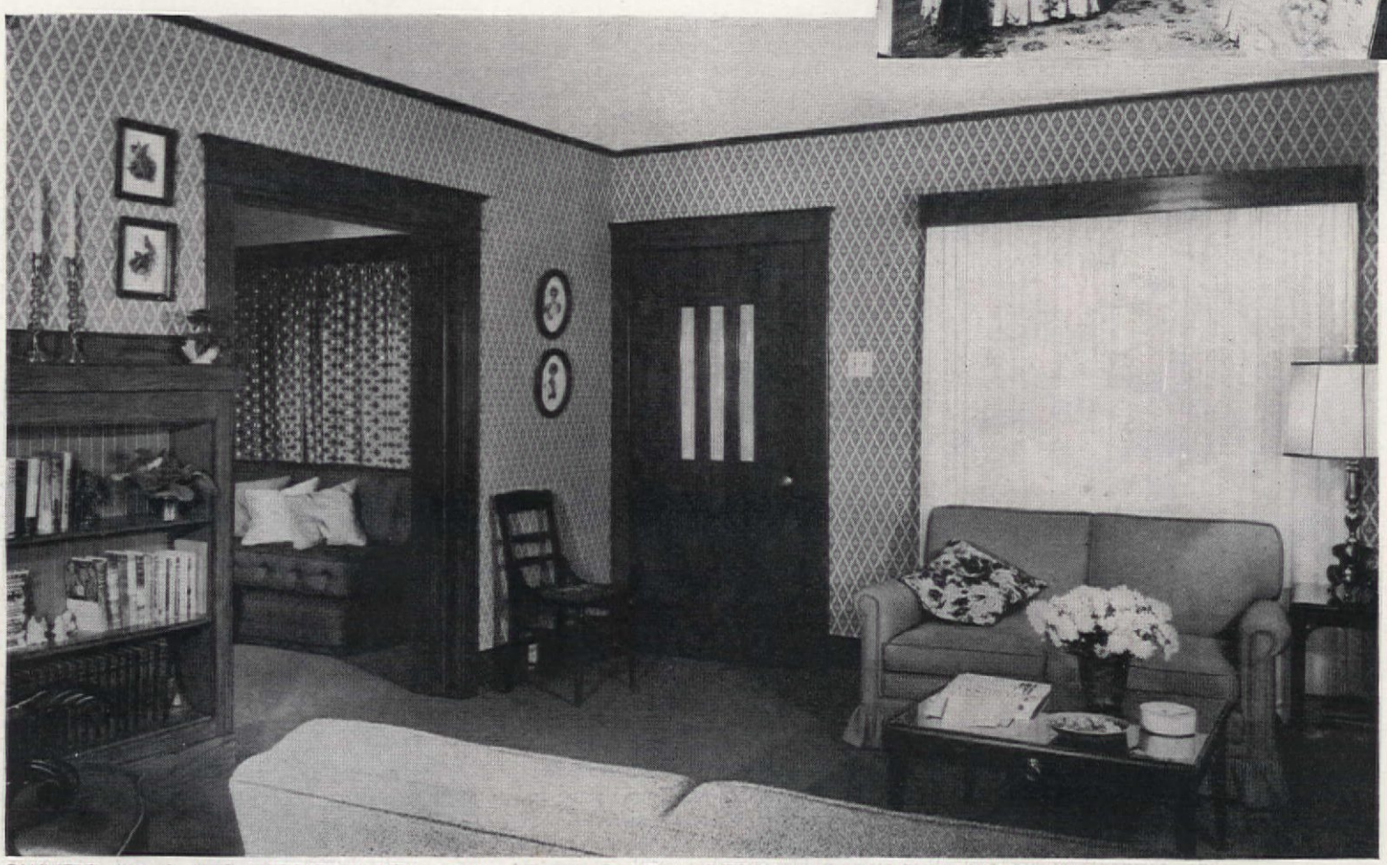


Structural changes in the living room consisted simply of raising the picture molding and removing glass doors from the bookcases—and much better proportions resulted in each case. But it was color that really "remodeled" as well as redecorated both of these rooms. Living-room walls were matched to those in the dining room, and throughout the entire area a new textured carpet in a rich shade of turquoise creates a sense of luxury and space as it flows from one room to the other, and on into the TV room (formerly an unused "spare" room). Two love seats were covered to match the rug—a wise way of adding apparent spaciousness, for the love seats appear to occupy less space than they would if they contrasted with the rug in color. And what an improvement all of this is over the former busy tangle of floral patterns! The important lesson here is: "If you can't lick 'em, join 'em!" If your room has dark woodwork you can't change, pick a paper or paint that blends in with the wood, then use light, fresh colors against that dark background.

to Go All-Out

TO PERK UP A ROOM





OWNERS: MR. & MRS. WORLEY LADEN, LONG BEACH, CALIF. ● DECORATOR: ANNE G. PHILLIPS, A.I.D.

Good to the Last Petal



2. Now here is where the "mixed bouquet," which is practically the standard florist's—and donor's—selection, pays off for you, the recipient. As the more fragile blooms go by, you can discard them, and working with the flowers that are still nice and fresh, make yourself two small arrangements. No one will be more surprised than you are at the effect—for no one could imagine that these were some of the very same flowers that had been standing for the past few days in that big vase.





At left, an arrangement *à la* Mrs. Elliott's method, made in fall for winter enjoyment. First, only flowers; then plus berries, etc., ready to be sprayed



SUMMER FLOWERS FOR WINTER EFFECTS

I used to dread the winter months when I had no garden flowers to cut for the house. Pot plants and occasional florist's flowers did not satisfy me and, though I tried arranging dried blossoms, leaves, and berries, they shattered badly and the results were stiff and unnatural. Now I have hit upon a method that gives me graceful, colorful bouquets that last all winter, and are an excellent substitute for fresh flowers. While marigolds, salvia, chrysanthemums, and other autumn blossoms are at their peak, I

CONTINUED ON PAGE 131



Details of the process include, above, fastening pin (or other) holder in container with modeling-clay "worm." (Charcoal is to keep water sweet.) Left, spraying finished bouquet with liquid plastic "aerosol"

1. Nothing is nicer than being on the receiving end of a big, magnificent bunch of flowers—and nothing is more ungrateful, and more wasteful, than just cramming them into a vase, and letting them fade. Instead, take advantage of the fact that some blooms will outlast the rest. If you give them a little time and care, you can have yourself the pleasure of fresh flowers for days. When they first arrive, arrange a big, showy vaseful, and don't forget to keep the water full up.







3. A few more days pass, and your second arrangements may begin to look rather sad. Before they get too droopy, pick them over and you'll find that more flowers than you'd expect are still in lively condition. True, you may have to start going heavy on the greens at this point (and isn't it nice that greens last so well?), but enough fresh-looking flowers remain to make up an attractive arrangement to place on a corner of your desk or coffee table. So here you are, a goodly number of days after receiving your posies, with yet another pretty spot of color gracing your living room!

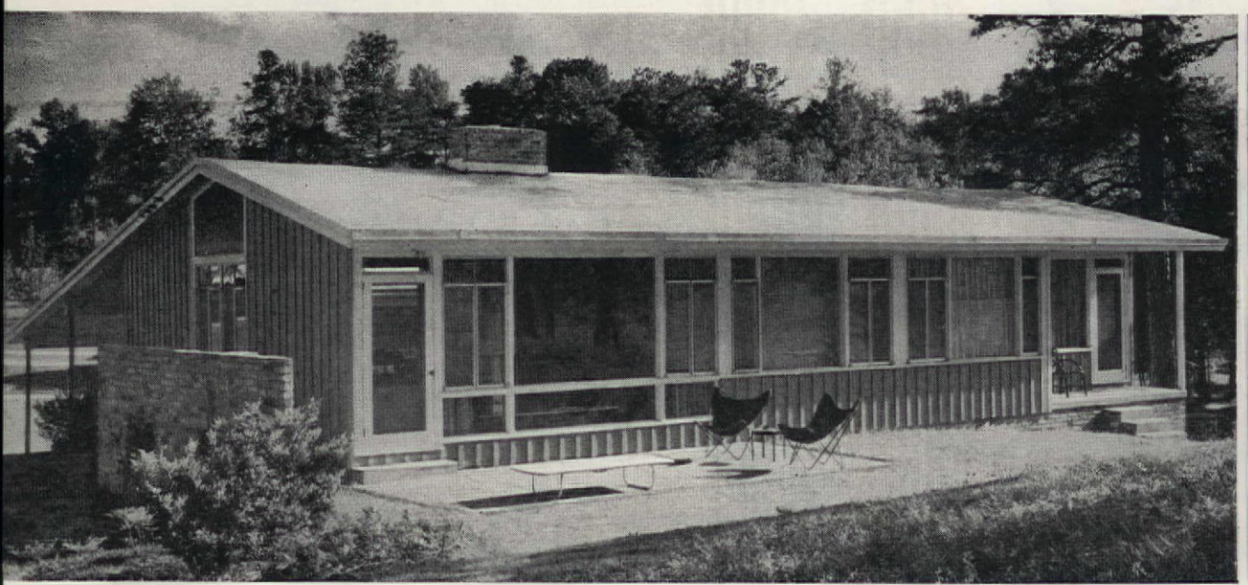


4. Yes, by Gory, you can have four for one, since you can always retrieve one last, tiny nosegay to place where you can proudly eye and enjoy the swell job you've done of making your gift of flowers last and last. The assortment we show consisted of pompons, iris, scabiosa, roses, carnations, larkspur, babys-breath, and greens. But the system will work with any good mixed bouquet. So the next time they say it with flowers, give this method a try. See how little extra time it takes for the added pleasure you get.

See "Where Credit Is Due," page 135

Put Your Money

The street side greets you pleasantly, and leads you through a door sheltered by the sweeping roof. But it is on the other side of the house that outdoor living is concentrated (below). The terrace, screened from the street by a low brick wall, is gained from the living room. At the other end of the structure is the master bedroom's private covered terrace



*

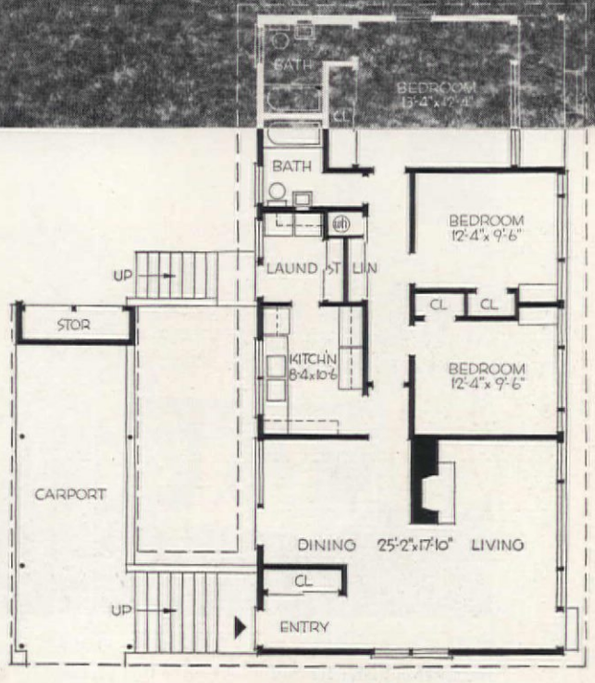
$5 BUYS PLANS FOR BLUEPRINT HOME #35

•

SEE ORDER FORM, PAGE 135

on This Sure-Fire Winner*





ARCHITECTS: FINCH & BARNES, A.I.A.

BUILDERS: NORTHCUTT & SANDERS

OWNER: MR. ALVIN M. FERST, JR.

Builders Thomas Northcutt and Raymond Sanders hit pay dirt down in Atlanta, Georgia, recently when they opened one of the first contemporary subdivisions in that state of strongly traditional tastes in architecture. A record-breaking crowd of 10,000 Atlantans came on opening day to visit the clean-cut houses designed by Architects Finch and Barnes. In the $21,400 to $23,900 price bracket, they sold fast.

AMERICAN HOME's editors chose this example as one of the best-looking models in an outstanding development, and dubbed it AMERICAN HOME Blueprint Home No. 35—you can buy complete plans and materials list for it for $5, and put it up on your own land.

Finch and Barnes designed a lot of living into its rectangular plan—an economical shape to build, but one that usually results in a boxlike, monotonous appearance—especially if the house sits, as this one does, longwise on a narrow lot. The architects gave distinction to the shape by placing the carport at one side, beyond an enclosed patio, and continuing the roof line in one long sweep down the slight slope. On the other side, a brick screen gives privacy to the large open terrace and adds still more impressive width to the street façade of the house.

Part of the public acceptance may be due to the way the architects and builders handled the structural materials. They are simple, familiar ones—board and batten, mellow used brick—and they contribute a softness to the contemporary lines of the house and to the generous glass areas. The materials are used in big, clearly defined areas and not mixed together on

CONTINUED ON PAGE 122





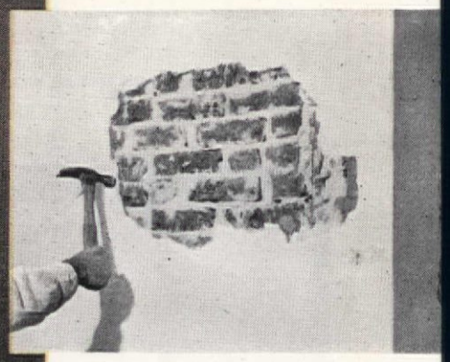
Easy to see from this why we were all for ditchin' the kitchen, isn't it? Six weeks after this picture was taken, though, we took the one above, standing in the exact same spot. We often wonder what the former tenants would say if they saw it now!

WE TURNED A

The whole darned place was grim and grimy, not just the kitchen! But in the other rooms, a little imagination bolstered by some good hard work presaged a nice home for us some day. It was the kitchen, that miserable old hole of a kitchen, for which we could see no faintest ray of hope. Yet here is what could be—and was—done with it. Believe us, no one is more surprised than we are!

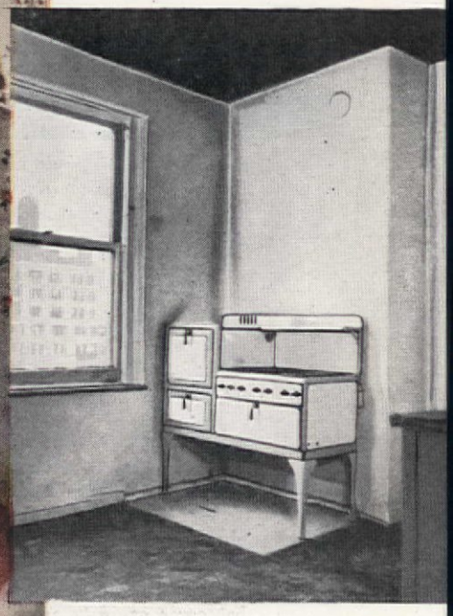
Having once overcome the mental hazard of our defeatist state of mind, there was the no-small matter of planning. Here we turned to The Experts for help; our fumbling was inadequate, that was sure. Since there was no room for cabinets on the window wall, we were haunted by the frantic feeling that nary an inch should go to waste in this none-too-large kitchen; yet, never having acquired the art of





Lucky Find!

You'd have thought it was gold we'd discovered if you could have heard the screams and shrieks issuing forth when brick was uncovered under some of the plaster. Sure was our lucky day, for this was the wall behind the range—you see it there at left



HEADACHE INTO A HONEY

JEANNIE WILLIS

working on stilts, we saw no sense in putting expensive cabinets all the way up to the ceiling where they would store only things we never used. Never used? Then get rid of them! We did. And you know, we have not missed that whopper of a pot kept in case we might some day need it, nor that extra dozen empty jars, nor even the broken widget that couldn't be fixed.

Well, you can see for yourself how it all turned out. The important thing now is to tell you how supremely well it WORKS. Our two children are not the only ones to eat on those stools at that counter. For the first time in history, the man of this house eats in the kitchen. Standing in the curve of the counter you have the range, a wooden slab for chopping and the likes, and a laminated plastic counter top for working without moving a step. The new equipment keeps us purring with satisfaction. We're not saying, understand, that all this came about in a few hours, or that there weren't weeks of wailing and gnashing of teeth over myriad details—or that we didn't reach a point where we were ready to forget the whole idea. Or that it was inexpensive, or that it didn't cost more than we thought it would. Yet we think it is as perfect as any kitchen we ever saw—and more so, for this one is ours!

FEATURED IN THIS KITCHEN: Kitchen cabinets, dishwasher-sink, refrigerator, small appliances, Textolite counter tops: all General Electric. Vinyl asbestos flooring, Armstrong. Wall covering, Wall-Tex. Range, Roper. Cart and stools, Daystrom. Ventilating fan, Trade-Wind. For more details about merchandise pictured, see "Where Credit Is Due," page 136.

TO INSTALL CABINETS, SEE THE NEXT PAGE

HUBBARD H. COBB



Even if it looked less awful, old kitchen dresser wouldn't begin to meet modern requirements. Handsome battery at right occupies same wall much more efficiently, doesn't extend as far into room

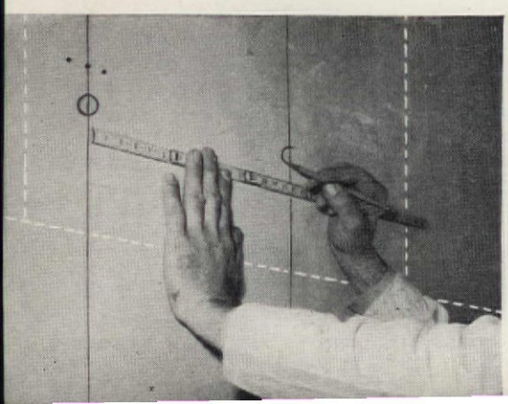


How to Install

This is a *big* job. We don't suggest that it's a quickie, and we do advise the help of a friend when it comes to the hoisting. But installing your own cabinets can save hundreds of dollars even if you call in professionals for the plumbing and electrical work (a procedure we strongly recommend). Our directions apply to the installations on pages 78 and 79, as well as to the one at your right, and manufacturers' instructions will cover variations required by other metal units. If cooking must go on during a remodeling, plan your work so that some cabinets are always usable.

Since units must be plumb and level, check walls with a straightedge. Chip off high spots and shim low spots with thin strips of wood. Then, set-to!

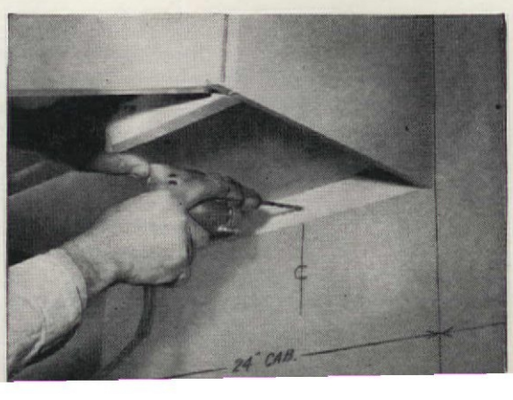
Since cabinets carry heavy loads, they must be firmly attached. On stud walls, cabinets should be screwed to studs. (See "How to Find Wall Studs," page 134.) Draw lines over studs. Draw outlines of cabinets to make sure of fit

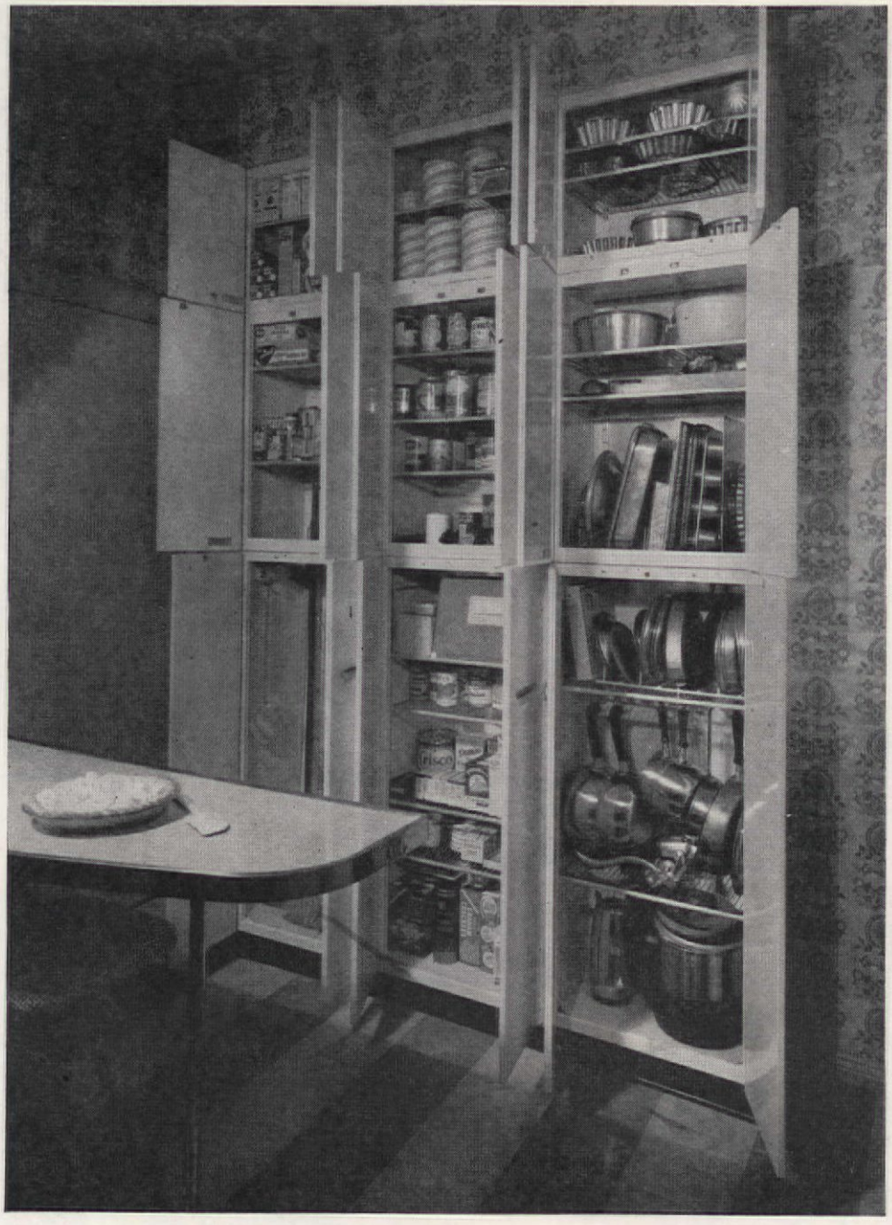


Place wall cabinet in position on wall, using strip of lumber as support. On solid walls, mark wall through holes in cabinet back. Remove cabinet, drill holes in wall with carbide drill. Insert wood plugs or lead anchors for supporting screws



On stud walls, drill holes through cabinet back, on line with previously located studs. Use at least four 2-inch screws to fasten cabinets to studs. If this can't be done (due to location of the studs), use toggle bolts through wall for extra support





It Stores Everything Under the Sun . . .

There are more than 400 items in this storage wall, and it isn't even full! Yet it is only 13 inches deep, and so very thrifty of floor space that almost any kitchen has room for some such wall as this. It could house a king's ransom in china and glass, for the adjustable wire shelves are ideally suited to that purpose. But in this kitchen, it has other jobs to do.

It's a broom closet, a cleaning closet, storage space for paper goods and freezer supplies. It houses a small-sized grocery store of canned and packaged items for everyday use as well as an emergency, unexpected-guests-for-dinner cache. And the pots and pans it holds! Some hang from hooks, others rest vertically in racks, and each one has its own blessed space—you never have to squat on the floor to "unnest" a chaos of cake tins, for you just reach in and remove the one you want!

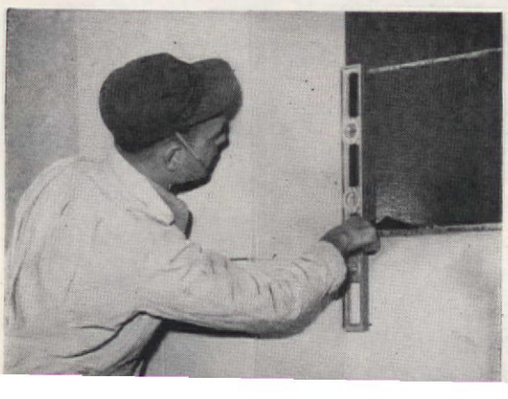
The wall is composed of one broom closet, plus eight wall cabinets (not base cabinets)—which accounts for its shallowness, and its adaptability to spaces you wouldn't imagine could hold so much within easy reach.

What an improvement over the cumbersome old cupboard (opposite page, far left) that used to eat up this wall, and extend much further into the room, while holding much less, far less handily. Such old kitchen dressers were the products of days when there was no month-at-a-time supermarket shopping, no freezer for stowing home-cooked foods in quantity.

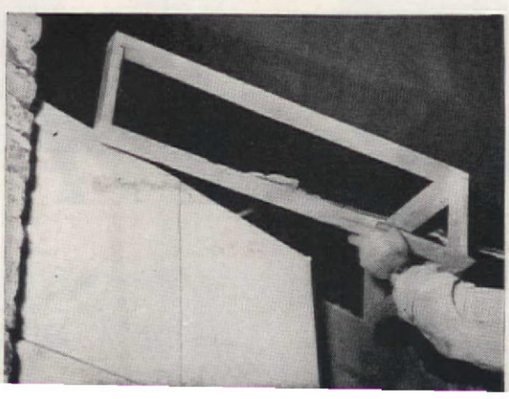
See "Where Credit Is Due," page 136

Metal Kitchen Cabinets

On all installations, check both side and front with level before attaching cabinet securely to wall. Cabinets stacked from floor to ceiling can be bolted together before installation. Cut base molding from wall before installing base cabinets

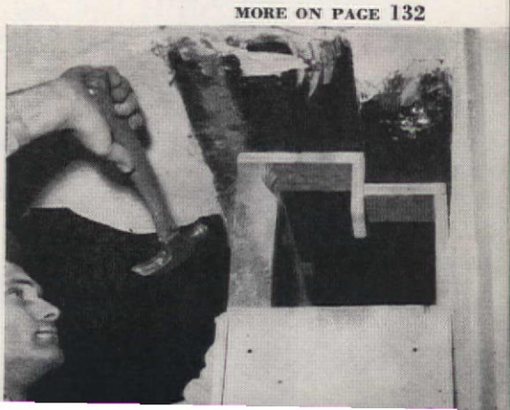


In most kitchens, it is inconvenient to use cabinets that go all the way to ceiling. Space left between top of cabinet and ceiling should be filled with a soffit. This can be built to fit space, out of 1 x 2 and 2 x 4 lumber as shown here



Build soffit into space, board by board, making sure that all faces are plumb, and that frame goes all around the opening. Nail to ceiling and wall with cut nails, and cover with wallboard, flush with cabinet front

MORE ON PAGE 132




C. H. PECK.
WHOLESALE DEALER IN
FISH,
Oysters, Lobsters,
& SMOKED FISH, &c.
SOLON CADDY'S



MELON EN SURPRISE
A simple thing, of course. But, like so many "simples," a thing compounded with imagination and with wit, and therefore pleasing to the eye—wherein all appetites do start

Good Victuals

JEAN AUSTIN

Just where does earnestness leave off and haranguing begin? I do not know, I do not know. But so fearful was I that in September my earnest plea for a few basic but elegant menus, year in and year out, might be interpreted as a harangue, not one word more did I say about it last month. But this month I should like to give you another of my favorite menus—one that knows no season, and, like the previous menu, one that concentrates on one superb dish and all the rest comes easy. And again, like the September menu, it is a little dinner—and by that, of course, I mean only a few items but so perfectly balanced that one feels one has dined extremely well—and HAS! My progression is the Melon en Surprise first, then Lobster L'Armoricaine, rice, a simple mixed salad of greens (and greens only) with a French dressing on the tart side to offset the richness of the sauce, and French bread. A demitasse or cup of strong black coffee—and you've had it. In your circle of friends, as in mine, I am sure, it has become usual to refuse dessert. However, the fruit is as perfect an ending as it is a beginning—the choice is yours. Shall we then, go on to details? Any melon, in season, will fill the bill. However, a cantaloupe is my first choice not only because it is the one most available most months in the year (and remember you need only one, even in those seasons when they are flown in from South America and are relatively expensive), but also because it holds sufficient fruit for four very generous servings, quite enough for six in sherbet glasses as a first course. The macédoine of fruits and berries can be anything—or should I say everything, at hand. The pulp alone, scooped out in tiny balls, fills a goodly portion of the shell. Berries, all fruits—even apples, if not too predominant as they are in a restaurant fruit cup which is inevitably disappointingly 90% apples. The only "must" is to keep it colorful and varied as to firm and soft mixtures. To be a "surprise," it must have variety and surprise in color as well as texture. So you scoop out a melon, fill with your macédoine of fruits and berries, sweeten if you wish; perfume you must—with a bit of Kirsch. Close it, chill it at least two hours, at the last minute heap up a tiny saucerful of "extras" saved for the purpose, artfully lift the top and secure it with a couple of toothpicks, bed it down with coconut or a fringe of your own ingenuity—and that's it! However could I give you a recipe for anything so simple? You now mix your greens, toss them ever so slightly, cover and pop them into the refrigerator. You slice that handsome loaf of French bread and either toast it in a brown paper bag at the last minute or merely keep it moist—but anyhow, that's done and ready for the popping of it into a basket and so to the table.

So what's left? First your Fish Fumet—and mine was done long ago—for you see it keeps perfectly (if refrigerated) and the makings of it that make it taste so very good, are not what I'd call sightly—nor are they necessary adjuncts on the day of the party. But for those details, read the recipe. Likewise, your lobster recipe. If you are lucky enough to have even a dim-witted lackey in the kitchen, you can sidle in and out of the kitchen during its preparation. She can do the CHOP-CHOP, measure, et cetera. You will have to be there to flambé the lobster. You have a 20-minute respite. She can do the rice en-interim.

CONTINUED ON PAGE 107

RECIPES ON PAGE 96



SHEER EXTRAVAGANCE OF "SPACE"—but who will quarrel with me for giving one whole page to so beautiful a setting as this for Lobster à l'Armoricaine by "Our Own Bill Lanyon"?

For details about merchandise pictured, see "Where Credit Is Due," page 136



VEGETABLE SOUP

Call the honor roll of the garden . . . 15 vegetables, bright and gay . . . simmered in a sound beef stock . . . temptingly seasoned . . . and wholeheartedly good.



VEGETABLE BEEF SOUP

Here's a soup the whole family loves—hearty with fine lean beef—sparkling with carrots, tomatoes, peas, and barley. It's sound good eating—any time.



Campbell's make 4 great Vegetable Soups



VEGETARIAN VEGETABLE SOUP

A meatless meal in a minute—15 good garden vegetables in a tempting, deep-flavored, all-vegetable broth. Make it the heart of any meatless menu.



CHICKEN GUMBO

Like your vegetables with *chicken*? Here are celery, tomatoes and okra—garden-fresh and garden-gay—with Deep South accents of rice and tender chicken.



—so quick—so nutritious—so simply delicious!



Family Food Is Yours

For some reason, it seems to be most unfashionable, these days, to like meat and potatoes—and an unforgivable sin for a woman to serve such lowly fare to her family. Well, we are about to raise our voices in protest. What's WRONG with meat and potatoes? Could be we are old-fashioned, but we think that meat cooked to a turn and served with a crispy brown potato, for instance, is about as good food as there is to be eaten. So the next time someone uses the term "meat 'n potatoes" with the currently popular contempt, condescension, and curl of the lip, let's baste them one!

And in much the same vein, here are some of our kind of old-fashioned recipes for you. They are modern in preparation and ingredients, true—yet there is a reminiscent flavor to be detected. A frosting, the larruping good kind—and a recipe which stirs up a real batch; no niggardly results with this. A roast, simple, easy, and with rosemary as a nice change from the over-worked oregano. A chicken or turkey leftover dish for the day after Thanksgiving. A cinch of a way to have homemade spiced pineapple chunks, with no involved "doings." An icebox dessert which is a sort of imitation Napoleon, of French pastry fame, and we-hope-humorously named "Josephines." A cottage pudding (when was the last time you had cottage pudding?) with chocolate chips for a hot dessert the family will surely love.

For details about merchandise pictured, see "Where Credit Is Due," page 136



RECIPES ON PAGES 92, 100

CATHERINE NISSLY with JEANNIE WILLIS

a Meat and Potato Family?



PENNSYLVANIA PIZZA

AMERICAN HOME QUICKIES

Take a Can of TOMATO SAUCE



CARDINAL CHICKEN PIE

CATHERINE NISSLY

When tomato sauces were homemade, their preparation required long, tedious hours, and their uses were therefore quite limited. But tomato sauce gets around much more now that it is lovingly concocted for you, its flavor captured and canned, and ready for instant release amid a cloud of spicy fragrance. In recipe-size cans, it awaits your command. So improvise! Experiment with new combinations, or combinations new to you. Here are four ways to use it, some old reliables, some new to American kitchens, and all delicious, as is the good sauce itself.

RECIPES ON PAGE 100



RED-TOP MEAT LOAF

PINK SALAD

For details on merchandise pictured, see "Where Credit Is Due," page 136

Surprise! Chopped Nuts In This Crust!



"A nut-rich, extra-flaky crust... so easy... so sure, with dependable Gold Medal!"

Betty Crocker
of General Mills



NUT CRUST

1⅓ cups *sifted* GOLD MEDAL Flour	¼ cup chopped nuts
1 tsp. salt	⅓ cup Wesson Oil
	3 tbsp. cold milk

Heat oven to 475° (very hot). Mix flour, salt, finely chopped nuts. Measure oil, milk into same cup. Pour all at once into flour. Mix well. Press into ball; flatten. Roll between two 12" sq. waxed paper (to edges of paper). Dampen table top to prevent slipping. Peel off top paper. Place paper-side-up in pie pan. Peel off paper. Ease into pan. Flute. Prick well. Bake 13 to 15 min.

PUMPKIN CHIFFON

Fill with Pumpkin Chiffon (recipe in Gold Medal sack, or write Betty Crocker, General Mills, Minneapolis). Or use your favorite pumpkin pie filling recipe. Top with Reddi-wip.

• For this new STIR-N-ROLL nut crust and for everything you bake—depend on America's favorite flour. Gold Medal is *the "Kitchen-tested"* flour—tested in Betty Crocker's kitchens and in the kitchens of homemakers like you. Try it—enjoy "Gold Medal Success" every time.

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***"Kitchen-tested"* Flour**
Real cream Reddi-wip







A JELL-O SALAD MAKES THE MEAL!

FALL FRUIT SOUFFLÉ SALAD

1 package Lime or Lemon Jell-O • 1 cup hot water
½ cup cold water • 2 tablespoons lemon juice
½ cup Hellmann's* or Best Foods* Real Mayonnaise
¼ teaspoon salt • 1 cup diced, peeled apples
¾ cup seeded red grapes • ¼ cup chopped walnuts

Dissolve Jell-O in *hot* water. Add cold water, mayonnaise, lemon juice and salt. Blend well with rotary beater. Pour into refrigerator freezing tray.

Quick-chill in freezing unit (without changing control) 15 to 20 minutes, or until firm about 1 inch from edge but soft in center. Turn mixture into bowl and whip with rotary beater until fluffy. Fold in apples, grapes, walnuts. Pour into 1-quart mold or individual molds. Chill until firm in refrigerator (*not* freezing unit) 30 to 60 minutes. Unmold. Garnish with grapes, pears, plums. Serves 4 to 6.

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

*REGISTERED TRADE-MARK OF BEST FOODS, INC.

American Home Recipes

(Family Food, pictured in color on page 86)



• josephines



• fluffy uncooked frosting



1575
30¢



1576
25¢

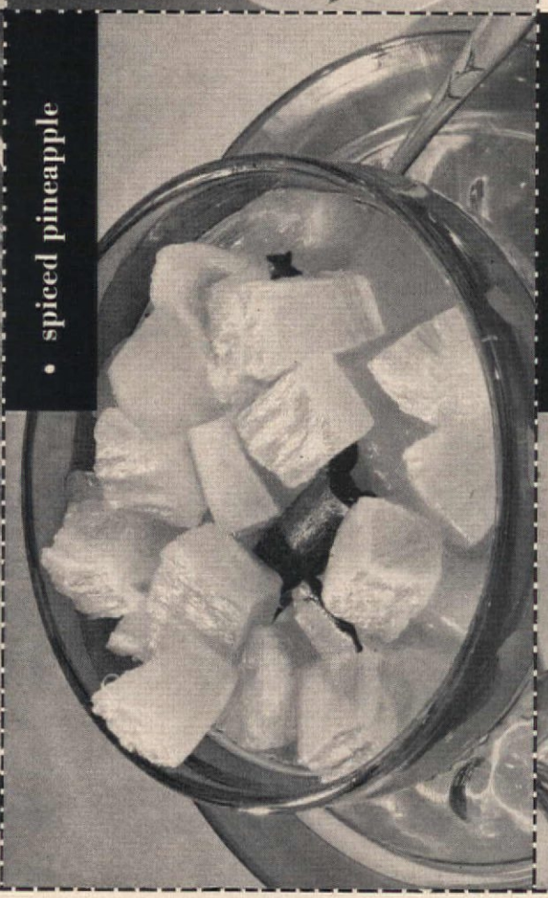
AMERICAN HOME PATTERNS

Grandma's house wouldn't be the same without her ever-filled candy or cookie jar ready for small fingers to dip into. Not a Grandma? Have a special jar anyway! Make it gay and "remembrin" with our Clare McCanna painting designs

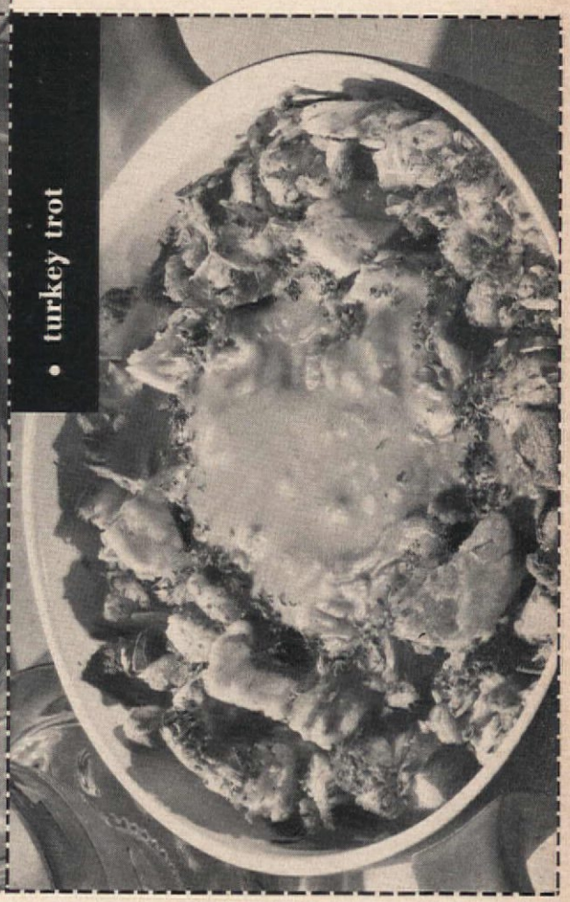
SEE PATTERN ORDER FORM, PAGE 133



• chocolate chip cottage pudding



• spiced pineapple



• turkey trot

• turkey trot

Preparation time: 5 min.
Baking time: 25 min.

3 cups leftover turkey stuffing
2 cups leftover gravy
2 cups leftover turkey
Chopped parsley

● Line bottom and sides of greased 9" x 5" x 3" loaf pan with stuffing. Place turkey and gravy in center. Bake in moderate oven 375°F., for 25 minutes. Sprinkle with parsley. Serve from baking dish. Chicken may be substituted for turkey.

Serves 5 ***434 cal. per serving*** ***Source of vitamins A, B***

Recipe submitted by Luella Dahlstrom

Tested in THE AMERICAN HOME KITCHENS



PATTERN 1577—25¢

A real rainbow in your kitchen couldn't bring more cheer than these. You supply the jars—plain—and let our patterns take over. The labels, surrounded by painted posies, fruits, and butterflies, "go with" any color scheme. Our pattern tells you how, and with what, to apply the decorations to make them long-lasting

SEE PATTERN ORDER FORM, PAGE 133

• spiced pineapple

Preparation time: 5 min.
Cooking time: 15 min.

1 lb. 4 oz. can (about 2½ cups) Pineapple chunks
¾ cup pineapple syrup
¾ cup vinegar
1¼ cups sugar
Dash of salt
6 to 8 whole cloves
4-inch stick cinnamon

● Drain pineapple chunks. Measure pineapple juice, adding water to measure ¾ cup. Add vinegar, sugar, salt, cloves, and cinnamon. Bring to boil, cook for 10 minutes, add drained pineapple chunks, and bring to boil again. Remove from heat; store in covered jar in refrigerator.

Makes approximately 1 qt. ***1317 cal. per "batch"*** ***Source of vitamins A, B, C***

Recipe submitted by Catherine Feeney

Tested in THE AMERICAN HOME KITCHENS

• fluffy uncooked frosting

Preparation time: 10 minutes

1 cup granulated sugar
1 unbeaten egg white
¼ tsp. cream of tartar
½ cup boiling water
1 tsp. vanilla

● Mix sugar, egg white, cream of tartar together. Add boiling water. Beat with electric mixer at highest speed until stiff (about 5 minutes). This frosting will hold shape nicely and will not become crusty. It can be stored in the refrigerator, and is delicious on puddings, pies, and shortcakes. Frosting may be tinted with vegetable coloring, or sprinkle top with shaved chocolate.

Yield: Enough frosting for two 8- or 9-inch layers ***785 cal. per "batch"***

Recipe submitted by Elizabeth Connors

Tested in THE AMERICAN HOME KITCHENS

• chocolate chip cottage pudding

Preparation time: 15 min.
Baking time: 40 min.

3 tbs. shortening
1 cup sugar
½ tsp. vanilla
2 cups sifted cake flour
½ tsp. salt
2 tsp. baking powder
1 cup milk
1 pkg. semisweet chocolate chips

● Thoroughly cream shortening, sugar, and vanilla. Add sifted dry ingredients alternately with milk. Stir smooth after each addition. Stir in chocolate chips. Pour into greased 8-inch square pan. Bake in moderate oven, 350°F., for 40 minutes. Serve hot with whipped cream or foamy egg sauce.

Serves 6 ***447 cal. per serving*** ***Source of vitamins A, B***

Recipe submitted by Mrs. Helen Miller

Tested in THE AMERICAN HOME KITCHENS

• josephines

Preparation time: 10 min.
Chilling time: 2 hours

12 graham crackers
¾ cup heavy cream
2 tbs. sugar
1½ tsp. vanilla
½ cup extra-moist shredded coconut

● Whip cream, adding sugar and vanilla flavoring. Spread between graham crackers to form a rectangular loaf. Cover top and sides with remaining whipped cream mixture. Cover with coconut. Chill in refrigerator for 2 hours.
Variations: rum flavoring, orange, maple nut, maraschino cherry juice, or sherry may be used.

Serves 4 to 6 ***255 to 170 cal. per serving*** ***Source of vitamins A, B***

Tested in THE AMERICAN HOME KITCHENS

Give your lettuce a heart of gold–

then do it justice with **pineapple with balanced flavor** ☆



☆ **true-to-the-fruit goodness because DEL MONTE Pineapple is picked only when tartness and sweetness balance perfectly**

These are privileged pineapples from the word "go." We raise them from our own selected strains—so special that we grew over 60,000 types to find them.

Then we shower them with loving care—pick and pack them just when natural tropic tartness and sweetness are in perfect balance.

So when you hear that all DEL MONTE Brand Pineapple has remarkably true-to-the-fruit flavor, you can believe it. Better still, taste for yourself—any style!

CHRYSANTHEMUM SALAD

- 1 medium-large solid head of lettuce
- ½ lb. package pasteurized process cheese food (at room temperature)
- ¼ cup cooked-type salad dressing
- 8 slices DEL MONTE Pineapple
- 1 red apple, unpeeled, cored and cut in 8 wedges
- Additional salad dressing thinned with some of the syrup from pineapple

Wash lettuce; drain dry. Place core side up and cut out a cylindrical hole about 2½ inches in diameter and 2 inches deep (including core). Mash cheese with the ¼ cup salad dressing; reserve 2 tablespoons for garnish; pack the rest into lettuce cavity, heaping slightly in center. Chill 1 hour. At serving time, cut into 8 wedges, arrange with cheese-stuffed ends toward center as shown. Place apple wedges, dipped in syrup from pineapple as soon as cut, between lettuce wedges. Arrange drained pineapple slices and cheese garnish as shown. Serve with salad dressing thinned with some syrup. Serves 8.

Enjoy 5 handy styles: sliced • crushed • chunks • tidbits • juice



Del Monte® Pineapple —*the brand you know puts flavor first*

Save half on soap and hot water, automatically!

WHIRLPOOL with exclusive SUDS-MISER*



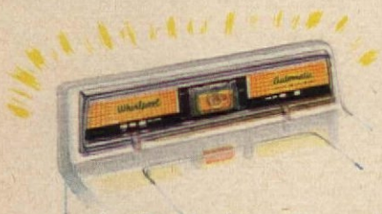
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Suds-Miser draws off sudsy water at end of wash-cycle . . . while Whirlpool completes its thorough rinsing and damp-drying.



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Take a look at the one washer in the world with fully automatic Suds-Miser economy—plus fully illuminated *color-control* of the gentlest, most thorough washing known!

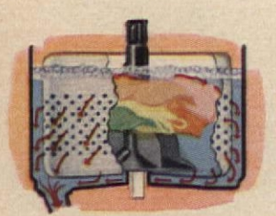
See how efficiently the glowing Guide Lite panel reports the progress of total cleansing Agiflow Washing Action. Keeps you posted, too, on Whirlpool's famous Seven Rinses that give clothes so much extra sparkle, yet use less water. Lets you check on correct water level and temperature for each bright-fresh Whirlpool washing. And new Delicate Fabrics Guide lets you launder with protective *fine-timing* . . . assures the safest care for your sensitive modern materials.

There's a Whirlpool automatic washer just right for *your* home, *your* pocketbook. Prices start as low as $199.95 (slightly higher in some areas). So, see your Whirlpool dealer *soon*. Look him up in the phone book's Yellow Pages, or write us for his name. Whirlpool Corporation, St. Joseph, Mich. In Canada: John Inglis Co., Ltd.

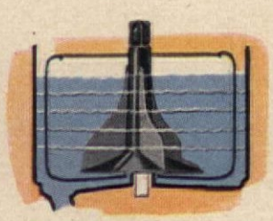
Whirlpool

WORLD'S LARGEST MANUFACTURERS OF WASHERS, DRYERS, IRONERS

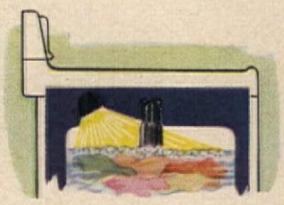
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. . . as dirt's washed out! Exclusive Germicidal Lamp beams sun-like rays through suds, water, garments. Gets your wash so sweet and pure.



Whirlpool Imperial Washer and Dryer styled by Sundberg-Ferar

American Home Recipes

(Good Victuals, pictured in color on page 82)



Glorify Plain Foods

with UNDERWOOD DEVILED HAM

NEW RECIPES that give heavenly zest to all sorts of low-cost, plain foods, make clever use of Underwood Deviled Ham. For just pennies you can glorify ordinary dishes with the delicious tang and extra nutrition of this superb flavor-ingredient. Try Underwood's in your own favorite recipes. It's a great trick!



WHEN SCRAMBLING EGGS, just before they are done, mix in the contents of a can of Underwood's. Poached eggs become remarkable taste-treats when you serve them on hot toast spread with Underwood's. Baked eggs? Mix Underwood's in the cream sauce!



SANDWICHES unlimited are possible with Underwood's — it combines so beautifully. Try it with your favorite jelly. Or with apple butter. Marvelous!



MACARONI-AND-CHEESE gets an extra-hearty meat flavor if you add the contents of a can of Underwood's. It also does wonders for spaghetti sauce!



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Holiday

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Replacement Guaranteed

Free replacement, either where you bought it or from The Kenro Corp., if any dish breaks, cracks or chips in normal household use within one year from date of purchase. Look for the Kenro guarantee certificate—and look, too, for the tag that says Melmac, sure sign you're getting the real thing!



MELMAC *is a registered trade-mark of American Cyanamid Company, N. Y. 20, N. Y., supplier of Melmac Molding Compounds to manufacturers who fashion high-quality dinnerware in a variety of designs and colors. Holiday, shown here, is an exclusive design of The Kenro Corp., Fredonia, Wis.*

American Home Recipes

(Good Victuals, pictured in color on page 82)

• fish fumet

Recipe by Jean Austin

For 1 quart stock: (Keeps well if refrigerated)
Ask your fish dealer for fish heads, trimmings, bones, etc.—the parts he throws away and should charge you little—if anything for—to add up to about 2 lbs. Place in large saucepan (with tight cover, to be used later).

Add: 2 tbs. chopped onion
8-10 sprigs parsley
2 whole cloves
2 bay leaves
1 tsp. thyme
1 tsp. black pepper
3 cups dry white wine
4 cups cold water

Bring slowly to a boil. Reduce heat, cover, and reduce to 4 cups liquid volume. Strain through fine-meshed sieve, pressing gently. Season to taste with salt. Pour into hot, sterilized jar. Store in refrigerator until wanted. (Use for any fish, or fish sauces, as you would a court bouillon, as well as for Lobster à l'Armoricaine.)

• lobster à l'armoricaine

Recipe by Jean Austin
Serves 6

Have your fish dealer cut live lobsters in pieces—claws separated, balance in four pieces—and the tomalley and if there be any, the coral. I am intrepid and ruthless—but a live lobster, unless you are steaming him whole (and there is no other way to have good whole or half lobster) is an unnecessary, unnerving experience, even with my courage, my cleaver, and my great steady chopping block. However, this takes careful timing of delivery. The lobster must still be live—though decimated—when he goes to the pot. This recipe calls for a *live*, still-squirming fellow and if, even with this humane-to-the-cook method you can't face it—this recipe is not for you!

(If using West Coast lobster, claws have to be discarded since all meat is in the tail. Serve lobster meat unshelled, over rice, with sauce poured over. My version is Eastern lobster and I like it served unshelled, the rice served separately.)

Season 3 live lobsters (2 lbs. each) with 2 tsp. salt. Sauté in ½ cup very hot olive oil.

Make a Bordelaise Mirepois: Put 2 tbs. butter in a large saucepan (with tight cover to be used later). Add 4 chopped shallots, 2 small onions, finely chopped, and 2 small cloves garlic, finely crushed. Cook until lightly browned. Add 1 tsp. thyme, 1 bay leaf, and 2 sprigs parsley. Add sautéd lobsters, 2 tbs. butter, and 2 wine glasses dry white wine.

Pour over 2 ponies of brandy (one, if lobster is unshelled). Ignite (in sections, separately).

Add 1 small can tomato sauce, 3 fresh tomatoes, peeled, seeded, and chopped, and 1 cup Fish Fumet (see recipe).

Cover tightly and simmer 20 min. Remove lobster and keep hot. Strain sauce through a coarse sieve. Thicken sauce, (there should be about 4 cups liquid) over flame, with tomalley (and coral, if any). 1 tbs. butter, 2 tbs. flour, 1 tsp. chervil, 1 tsp. tarragon. Cook about 5 minutes.

Arrange lobster, pour sauce over, and serve very hot with boiled rice, garnished with chopped parsley.



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This brand-new painting pattern for decorating the lid of your new Menu Maker will be included free of charge with every order sent in on the coupon below. You'll have fun doing these gay paintings—and think what wonderful Christmas gifts they'll be!



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3 Cheers for Christmas Eating

all new...all singing with the merry flavor of Ripe Olives





Cheer *the way a "welcome bowl" of Ripe Olives greets your guests* . . . particularly when you make it a part of your festive decorations.



Cheer *the savory flavor of Ripe Olives in this unusual Appetizer Spread:* Blend a 3-ounce package of cream cheese with a little milk. Stir in ⅛ teaspoon curry powder, ¼ teaspoon grated onion, ½ cup chopped ripe olives, dash paprika and pepper. Serve on crackers or toast, with potato chips.

Cheer *the "ohs" and "ahs" that come with the eating of this bright, new Turkey Stuffing:* Cook ½ cup chopped onion and 1 cup thinly sliced celery in ½ cup butter or margarine until transparent but not browned. Pour over 3 cups each corn bread crumbs and soft bread crumbs (6 cups soft bread crumbs may be used). Toss to blend. Stir in ½ teaspoon each salt and sage, ¼ teaspoon black pepper and 1 cup ripe olives cut into large pieces. Sprinkle with ¼ cup hot giblet stock or water. Mix lightly. Enough for 8-pound turkey.



ripe olives* **make meals that sing with California flavor**

Write for free recipe booklet, "Elegant but Easy Recipes with California Ripe Olives." Olive Advisory Board, Dept. A-51, 24 California Street, San Francisco 11, California.

*Ripe or green-ripe . . . whole, pitted, chopped or sliced!

Exasperated, I clicked the receiver on the hook. Would I make candy for the P.T.A. carnival? I promised, of course. It was a small thing to ask, really nothing to be annoyed about. But this was my first free evening in a week, and I'd planned to relax with a new magazine. Tomorrow I had a committee meeting and next day was the carnival. I'd have to make the candy tonight.



If only I could turn back the clock to Grandmother's day when life was simple. I lamented. Grandmother had plenty of quiet evenings at home. And my mind raced back to that long-ago time when as a child, I had spent a year with her. Instinctively, I picked up her old cookbook that only today I had unpacked from a box of mementoes that had come to me upon Grandmother's recent death. Why, in it I might find a candy recipe that was "different." I thumbed its yellowed pages. Bulging with lacy valentines, locks of hair, and pressed flowers, the old

The Simple Life

LULA WALKER

book seemed far more than a culinary guide—it was a veritable repository for souvenirs. That yellow curl looked suspiciously like one of my own that Grandmother snipped off one day when she was combing my hair.



The menus, too, looked intriguing. Goodness! There was one that began with fish, followed by a game course, and all this topped off by a meat course. Maybe Grandmother's life wasn't so simple as I had thought.

Heaven help her purse if today's housewife should attempt to balance the budget with a recipe that began, "Take six pounds of beef!"

Just a peek at those recipes for roast chicken, baked partridge, pigeon compote, and capon ranaque would start the gastric juices of a gourmet working overtime. But think of Grandmother, the luckless lady who must pluck a million pinfeathers. For those glamorous birds were not snatched from a freezer unit and plumped into a heat-controlled oven like the one in my kitchen. Oh, no! But Grandmother's cookbook had the answer to another kind of oven control. "To spur a lagging fire, lay a couple of dry hickory sticks." Naturally, Grandmother carried those hickory sticks from the woodpile—maybe chopped them, if the men folk were too busy! Simple-life, my eye!



I can well remember there was no monotony in the contents of Grandma's cake box. And no wonder—with recipes for these goodies running literally into hundreds, and dozens more copied in Grandmother's old-fashioned script. Cakes that called for a pound of butter and a dozen eggs might imply that Grandmother lived in a Utopian land where such ingredients were free as air. But trace the butter back to a frigid morning in a snowy cowlot where I can still see Grandmother pumping a stream of milk into an icy bucket. Or to those torrid days when she toted crocks of milk up and down cellar steps. And the eggs for those cakes came, perhaps, from pampering a temperamental hen with bran mash on winter

CONTINUED ON PAGE 102

American Home Recipes

(Take a Can of Tomato Sauce, pictured in color on page 88)

(Family Food, pictured in color on page 86)



PATTERN 1573—25¢

Black, white, and gold are so smart this year, that you'd be smart to deck out plain glass jars or tin canisters with these labels for staples—black letters on white ovals, ringed with old-gold colored scrolls. Full directions with our pattern

SEE PATTERN ORDER FORM, PAGE 133





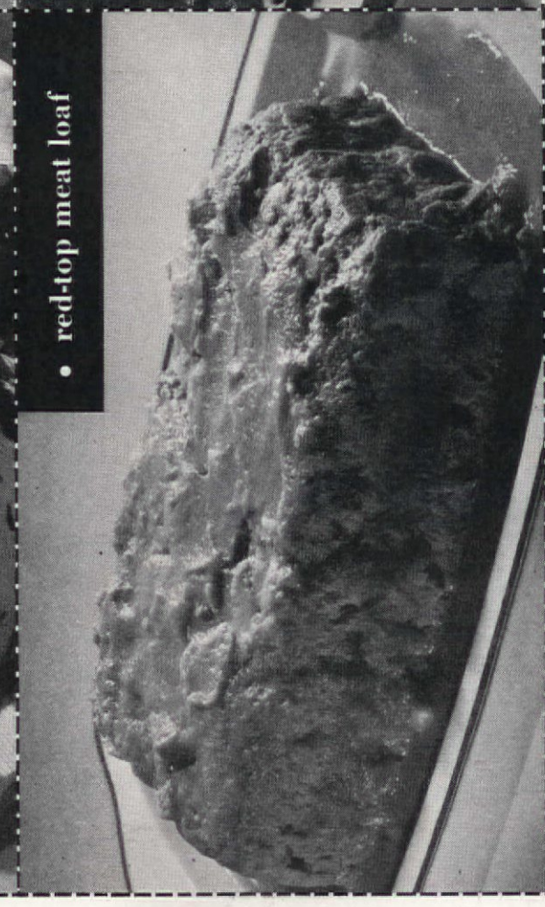
• rosemary roast lamb



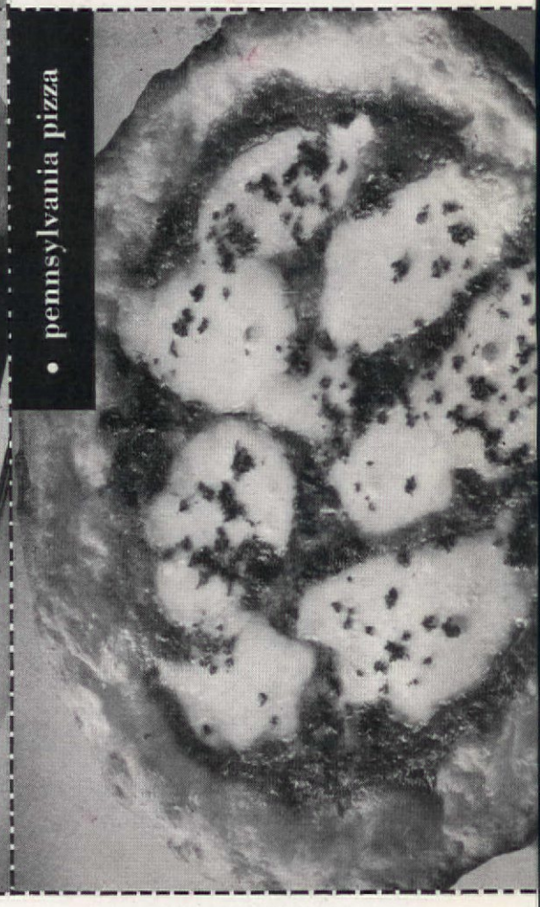
• cardinal chicken pie



• pink salad



• red-top meat loaf



• pennsylvania pizza

• pennsylvania pizza

Preparation time: Preparation of dough plus 20 min.
Baking time: 20 min.

1 pkg. roll mix
¾ cup chopped onion
1 tbs. butter, margarine, or olive oil
2 8-oz. cans tomato sauce
1 tsp. salt
¼ tsp. oregano
¼ tsp. garlic salt
⅛ tsp. pepper
½ lb. mozzarella or Swiss cheese
¼ cup chopped parsley
¼ cup grated Parmesan cheese

● Follow the directions on the package to make a light dough. Let rise 30 to 60 min. Cook onions in butter, margarine, or oil; add tomato sauce, salt, oregano, garlic salt, and pepper. Roll or pat dough into four 9- or 10-inch pans. Brush with olive oil. Slice ½ lb. cheese (mozzarella or Swiss cheese), arrange half the slices on dough, cover with tomato mixture. Add remaining cheese and one of the following: split precooked sausages, mushrooms, salami, anchovies, or sardines. Sprinkle with parsley and Parmesan cheese. Bake in hot oven, 450° F. for about 20 minutes. Serve hot.

Makes four 9-inch pies (16 servings) ***307 cal. per serving*** ***Source of vitamins A, B, C***

Tested in THE AMERICAN HOME KITCHENS

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Keeps your recipes right at your finger tips



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NAME _____
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• red-top meat loaf

Preparation time: 15 min.
Baking time: 1 hour

2 8-oz. cans tomato sauce
2 lbs. ground beef
4 slices bread, cubed
1 egg, slightly beaten
2 tsp. salt
¼ tsp. pepper
1 tbs. prepared mustard
1 tbs. Worcestershire sauce
1 1-lb. can mixed vegetables

● Blend 1 can tomato sauce with beef, bread, egg, and seasonings. Stir in vegetables. Pour second can tomato sauce in 9″ x 5″ x 3″ loaf pan; press meat mixture into pan. Bake in moderate oven, 375° F., for 1 hour.

Serves 8 ***499 cal. per serving*** ***Source of vitamins A, B, C***

Originated in THE AMERICAN HOME KITCHENS

• cardinal chicken pie

Preparation time: 30 min.
Chilling time: 2 to 3 hrs.

*1 baked 9-inch herb pie shell
1 pkg. lemon-flavored gelatin
1 cup hot water
1 8-oz. can tomato sauce
1 tbs. vinegar
½ tsp. salt
Dash pepper
½ tsp. grated onion
1 cup (6-oz. can) diced chicken (or tuna, crabmeat, or lobster)
½ cup chopped celery
⅓ cup mayonnaise
1 tbs. chopped parsley
Salt and pepper to taste

* For one 9-inch pie shell, add ¼ to ½ tsp. poultry seasoning or sage, or ½ to ¾ tsp. celery seed to pastry mix before adding water.

● Dissolve gelatin in hot water. Add tomato sauce, vinegar, salt, pepper, and grated onion. Blend. Chill ½ cup gelatin mixture until slightly thickened. Pour into cold pie shell and chill until firm. Meanwhile prepare the chicken salad by combining remaining ingredients. Carefully spread salad over firm gelatin layer. Chill remaining gelatin mixture until slightly thickened. Pour over chicken salad. Chill until firm. Serve in wedges. (For variation, pour all of tomato gelatin mixture into pie shell. Chill until firm. Spread chicken salad over top of pie. Serve in wedges.)

Serves 6 ***358 cal. per serving*** ***Source of vitamins A, B, C, D***

Tested in THE AMERICAN HOME KITCHENS

• pink salad

Preparation time: 20 min.
Chilling time: 2 to 3 hrs.

2 envelopes plain gelatin
½ cup cold water
2 8-oz. cans tomato sauce
2 3-oz. pkgs. cream cheese
1 cup mayonnaise
1 cup chopped celery
½ cup chopped green pepper
½ cup finely chopped onion
¼ cup chopped ripe olives

● Soften gelatin in cold water, add tomato sauce. Heat over low heat, stirring until gelatin is dissolved. Beat cream cheese with mayonnaise; add chopped vegetables and olives. Combine with tomato mixture. Turn into 1½-qt. ring or individual molds. Chill until firm. Unmold on salad greens.

Serves 6 to 8 ***488-366 cal. per serving*** ***Source of vitamins A, B, C***

Originated in THE AMERICAN HOME KITCHENS

• rosemary roast lamb

Preparation time: 5 min.
Baking time: 2 hours

6 pound leg of lamb
1 tsp. rosemary
1 tsp. salt
¼ tsp. pepper
1 onion, cut

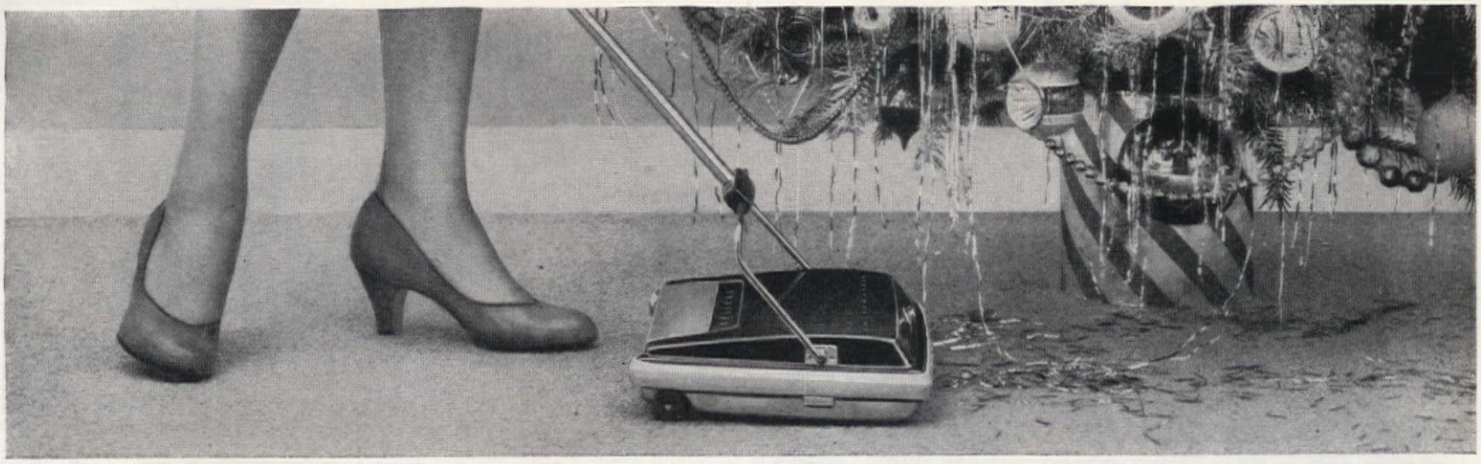
● Rub leg of lamb with salt and pepper and a cut onion. Leave the onion in the pan. Sprinkle rosemary over roast. Roast at 375°F. for about 2 hours, in an uncovered roast pan. Remove roast and onion. Pour hot water into roast pan, loosen brown gravy. Thicken with a small amount of cornstarch and water (1 tsp. cornstarch to 1 cup water or broth). Stir until thickened.

Serves 8 (with leftovers) ***206 cal. per serving*** ***Source of vitamin B***

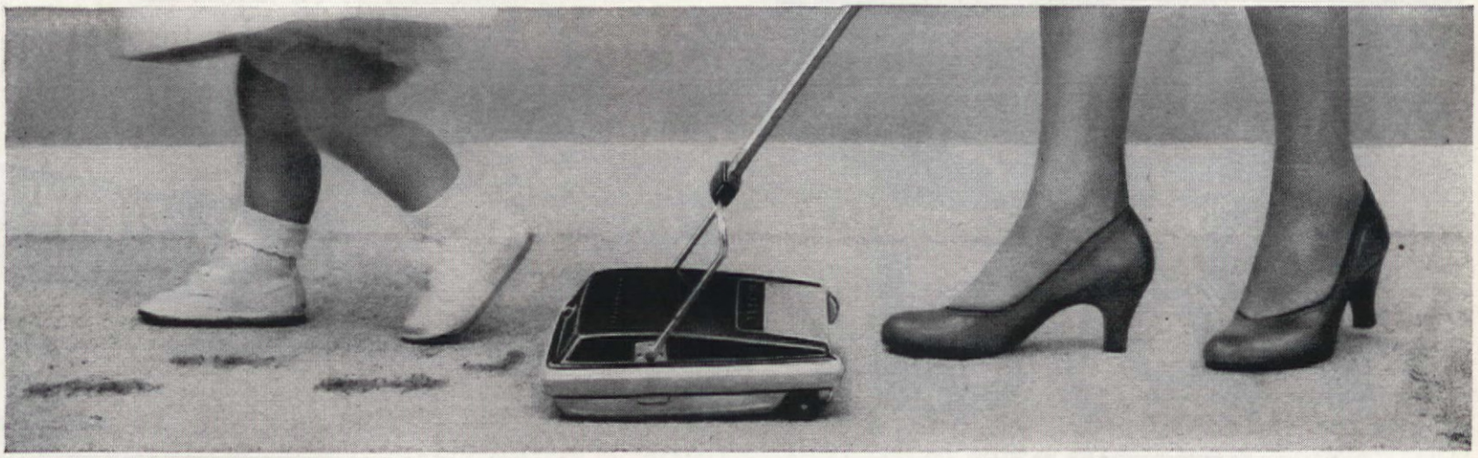
Originated in THE AMERICAN HOME KITCHENS

American Home Recipes

(Take a Can of Tomato Sauce, pictured in color on page 88)
(Family Food, pictured in color on page 86)



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a BISSELL SWEEPER



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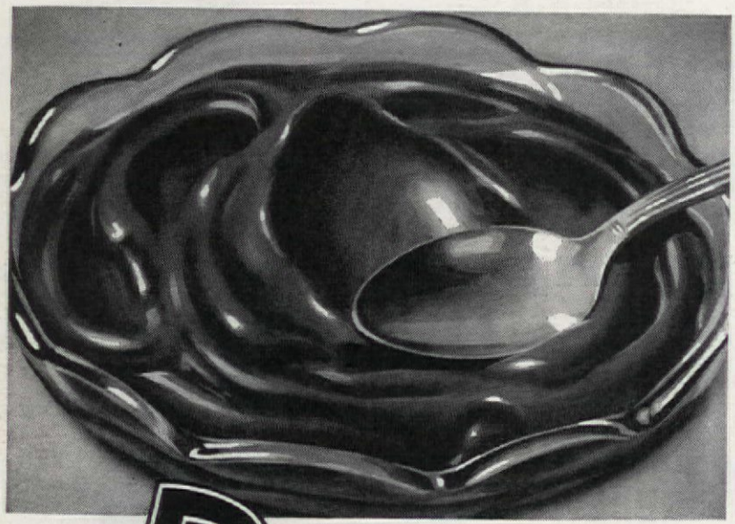
. . . for daily cleaning . . . save their vacuums for the heavy work. Choose for gifts and yourself from the complete Bissell® line, including two children's models, at your favorite store.

Bissell Carpet Sweeper Co., Grand Rapids 2, Michigan

Delicate in Flavor



Buttery Smooth...



Royal

The Only **INSTANT** Pudding that is **Super Homogenized**

REALLY MELTS IN YOUR MOUTH!



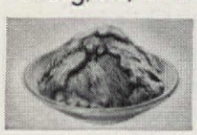
PRE-COOKED!
DIGESTIBLE!
DELICIOUS!

You'll taste the difference instantly! Only ROYAL Instant Pudding is both pre-cooked and *super homogenized*. So easy to digest you can give it to babies! So creamy textured and smooth it's a new sensation on your tongue! And whether you choose delicate Vanilla, tangy Butterscotch, rich Chocolate, or luscious Coconut Cream, the flavor is at its best—with no hint of starchy taste. Do try *this* Instant Pudding. Get *super homogenized* ROYAL today.

INSTANTLY SMOOTH WITHOUT COOKING

Just add to cold milk . . . beat . . . let set . . . serve. *No film, lumps or starchy taste!*

A Joy, too, for Making Ice Creams, Frostings, Cake and Pie Fillings!









HOWDY DOODY'S FAVORITE © KAGRAN

The Simple Life

(Begins on page 98)

mornings to coax her Henship into greater generosity.

Recipes for pickles and preserves seemed endless. Then suddenly I remembered that many of those quiet evenings I had pictured Grandmother enjoying had been spent in pickling and preserving. And when it came to catsups—did Grandmother and those other Gay Ninety gals stop with the common tomato variety? Not they! Calling the roll for the catsup family, Grandmother's book listed such unorthodox members as currant catsup and plum catsup!



Suggestive of a few other chores Grandmother had to perform were the helpful hints on how to do up a shirt bosom, black a stove, and make brine to preserve eggs against the unhappy day when Biddy should go on strike. And there was ample advice on how to iron the fine damask tablecloth the book declares "company demands." Exactly nine pages of her cherished book were devoted to the gentle art of napkin folding. Even with a half hundred diagrams to guide her, only a wizard of napery could transform a linen square into replicas of flowers, shells, cornucopias, cocked hats, and that fantastic affair called the Victoria Regina.

From those "Hints for the Sickroom" we gather that Grandmother played her role as Angel of Mercy by regaling her patient with arrowroot jelly, egg gruel, and beef tea. We can guess that on the side she was expected to do a little doctoring, since her cookbook offered infallible remedies for everything from removal of warts to hydrophobia. When a cold struck some member of the family, Grandmother couldn't run to the corner drugstore for a bottle of cough syrup, but her cookbook told her how to brew a batch of wild cherry bark syrup.

At last came the candy recipes—lemon drops, horhound sticks, and taffy, taffy, taffy! And all of them sounding anything but simple. Pulling a batch of taffy might be a wonderful exercise for flabby muscles, but for that carnival, I think I'll just make fudge. There's a package of ready-mix in the cupboard and a bag of walnut meats. It will take just a jiffy. Isn't life today simple?



HASH
as he likes it!

Piping hot, crispy brown and seasoned to his taste with his favorite sauce.



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SNACKS
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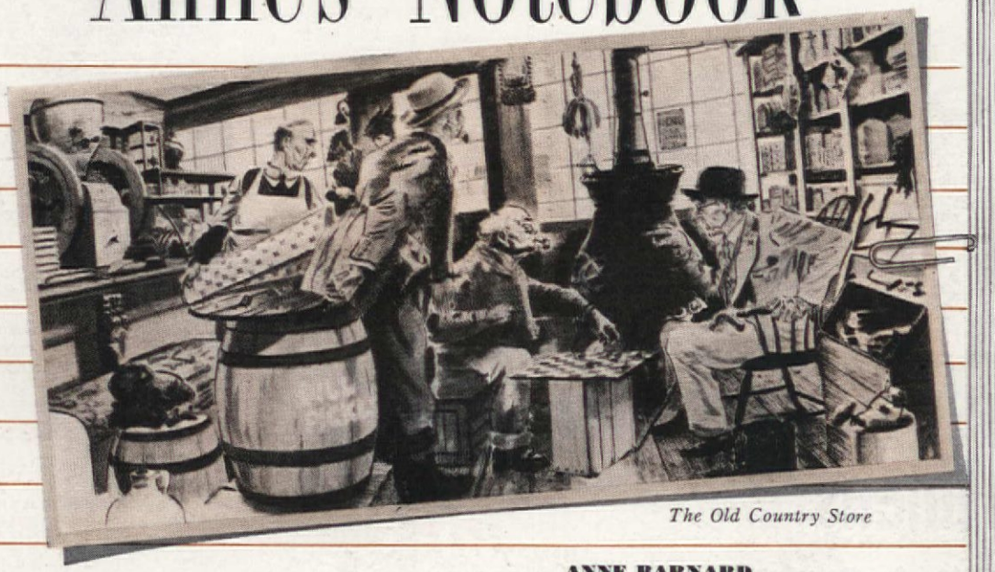
A modern glass and sparkling chrome combination. 4-section decorated glass dish holds olives, pickles, cheese dip, etc. Chrome tray (15½" dia.) holds bread, meat, crackers; revolves smoothly on ball bearings. Metal base has protective rubber feet. It's a snap to wipe this Susan clean after a party. Finds daily use in thousands of homes. In individual Gift box, only **$4.30***

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Anne's Notebook



The Old Country Store

ANNE BARNARD

VISITING THE MAGNIFICENT SHOPPING CENTERS that have been popping up all over this fair land of ours, brings back memories of yesteryear, and that wonderful old country store near Grandmother's place. What fascination it had, especially around Thanksgiving time when the horn of plenty was fullest! And you know, despite all the improvements in matters of processing and packaging and variety available, the spirit of the old country store somehow still flourishes in those super-centers where so many different objects and services are available, all in one place. It also occurred to me, while in this nostalgic mood, how much we take all of that wonderful food processing and packaging for granted in this country. There's nothing like it any place else. SO...LET'S GIVE THANKS AND COUNT OUR BLESSINGS THIS THANKSGIVING SEASON!

APPETIZING AND COLORFUL IS THIS SALAD for the THANKSGIVING DINNER. Fill quartered avocado with diced apple, (leave skins on for color), chopped walnut meats, and coconut. Serve with French dressing made with lime juice. A wedge of lime on the side is considerate.

SCALLOPED SWEET POTATOES AND APPLES are a delectable partner for turkey. Alternate layers of sliced sweet potatoes and tart apple slices in buttered casserole. Sprinkle potatoes with salt, and apples with brown sugar. Dot with butter or margarine, and cover. Bake in moderate oven (350° F.) 45 minutes, or until tender.

BRUSSELS SPROUTS AND DICED CELERY are a combination we like with turkey. Cook together in small amount of boiling water, covered, until tender...about 20 minutes. Season, serve with thin white sauce flavored delicately with nutmeg.

CROWN THE PUMPKIN PIE WITH WALNUT MEATS for that final festive touch. 'Tis a good flavor combination, too.

CONTINUED ON PAGE 104

How to

get the most beautiful floors in town

and keep them easily! simply! perfectly!

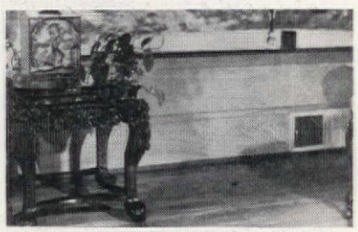
If you want a sparkling background for your attractive furnishings, here's advice that will give you *quality* results without wasted effort, and cut your floor care to a minimum.



Particular Homemakers Prefer Preen. To develop the true beauty of floors and prevent dingy yellowing, expert homemakers know that floors must be thoroughly clean *before* new wax is applied. That's why so many housewives depend on Preen . . . for Preen *cleans as it waxes.*



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When it's CLOROX-clean... it's SAFER for family health!

Anne's Notebook

(Begins on page 103)

A REAL BREAKFAST BOON—FULLY COOKED SAUSAGE LINKS that recently made their appearance on the market. They're real time-savers requiring only a quick 3 minutes for browning before these sizzling sausages are ready to serve. That good old-fashioned sausage flavor is there for sure . . . no fuss and practically no drippings.

FOR A SAUSAGE STUFFING FOR THE "TURK," you don't have to cook these already cooked sausages. Cut about a half pound of the sausages in small pieces and add to other stuffing ingredients for a ten pounder.

OYSTER STUFFING FOR TURKEY is a traditional favorite in our family. Just add chopped raw oysters to your bread and butter dressing. Gauge amount according to your fondness for oysters.

CHESTNUT STUFFING can be prepared with a minimum of effort now that jars of cooked chestnuts are on the grocery shelves. No more drudgery of peeling and cooking! They come in 18-oz. jars and are generally available, I understand.

CHOPPED NUTS . . . ALMONDS, FILBERTS, PECANS, OR WALNUTS offer a flavor change for turkey stuffing. Add to the usual bread stuffing, using the amount that pleases your fancy.

SCALLOPED OYSTERS FOR A LATE THANKSGIVING NIGHT SUPPER is in keeping with tradition. Fix ahead of time and pop into moderate oven just one hour before suppertime. Serve with a tossed green salad, using as great a variety of greens as you can muster. Two bowls of dressing—French and Blue cheese—give a choice and are no trouble.

A NEW DUTCH-PROCESSED COCOA made its bow in grocery stores recently. This new product was developed especially for cooking and baking. Its flavor is superb, both as a beverage and as an ingredient in frostings, pies, cakes, candies, etc. This Dutch processing, formerly used only for packaged cocoa specialties, accentuates the true chocolate flavor. In the package, this new cocoa is a little lighter and fluffier than the usual cocoas we've been using. Better take note of this one.

HOT CORN STICKS OR MUFFINS SERVED WITH BLACKBERRY OR CURRANT JELLY are really taste appealers. Easy to fix with a mix . . . these corn gems will increase your popularity with the family any time.

WATCH OUT FOR THE NEW FULLY COOKED SMOKED BEEF TONGUE on the market now. It is fully cooked by the water cook method, just as is done at home. Boned and trimmed of excess fat, the skin removed . . . it comes to you in a vacuum package. Just keep in the refrigerator until ready to use. In addition to the convenience, there is no shrinkage.

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Let this MODERN Electrical Protection end *forever* the nuisance of blown fuses

In planning your new home (or when modernizing the wiring of an old home) be sure YOU include a Cutler-Hammer Unit Breaker. Then when an overload makes lights blink out, you need only reset a little lever that has snapped out of position . . . and service is restored. No hunting fuses, nothing to replace, nothing to buy. So simple and so safe a child can do it.

The Cutler-Hammer Unit Breaker is so good looking you need not hide it. Put it in your kitchen or wherever it will be most convenient. Have your new wiring figured *two* ways, with fuses and with a C-H Unit Breaker. You'll be amazed at the slight difference in cost. Write *now* for free booklet. CUTLER-HAMMER, Inc., . . . 1395 St. Paul Avenue, Milwaukee 1, Wis.

CUTLER-HAMMER UNIT BREAKER C-H

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Name.....
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This offer good in United States only
NATIONAL BISCUIT COMPANY

There's no kitchen look about this dining spot, divided from cooking area by pass-through peninsula. For visual harmony, curtains, walls, and floor are the same in both areas, and furniture tones in with cabinets

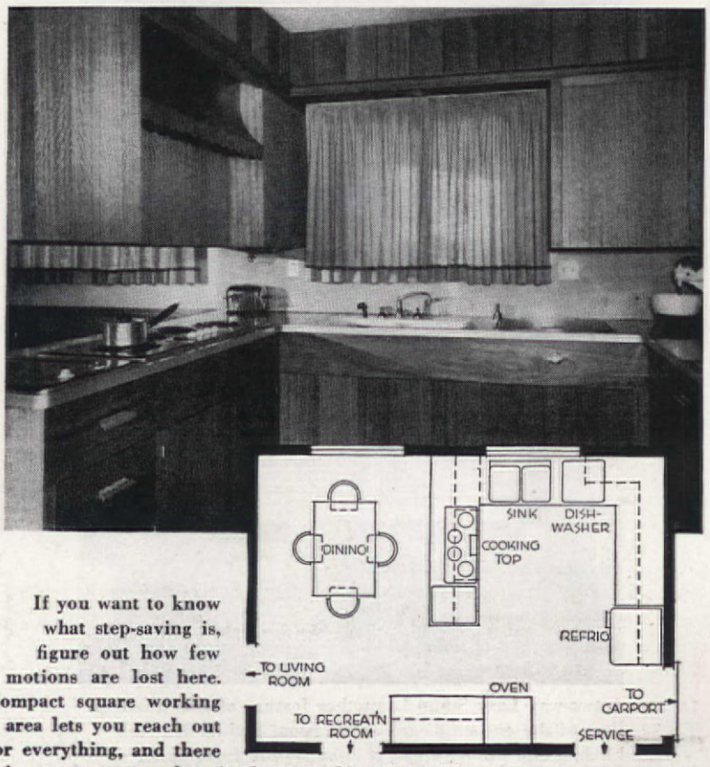


Double-Header Kitchen

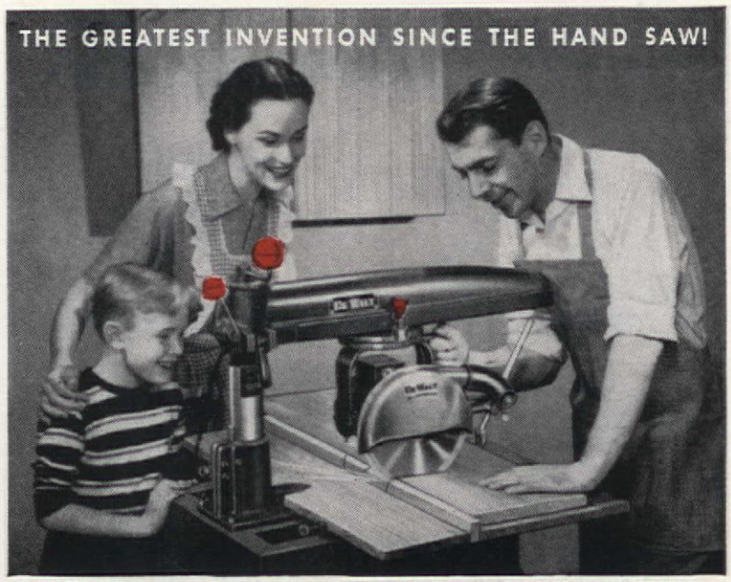
LOUISE PRICE BELL

Want to bypass a dining room, and still *not* eat in the kitchen or living room? Then this clever two-faced kitchen in the R. E. Hirsch home in Phoenix, Arizona, is one you should examine. It's hardly larger than the average kitchen, yet it includes a real dining area as far removed from the pots-and-pans atmosphere as if it were down the hall a piece. The secret is the room-divider which bisects the space: it is a cooking peninsula below, a series of storage cabinets above, and a pass-through to the dining room between. Added attraction is a Lazy-Susan china cupboard near the sink which opens from the dining area too.

MORE ON PAGE 106



If you want to know what step-saving is, figure out how few motions are lost here. Compact square working area lets you reach out for everything, and there is storage space galore in those good-looking cabinets. Food is passed from the range right through to the dining area, and the refrigerator is near the service and carport entrances for handy unloading



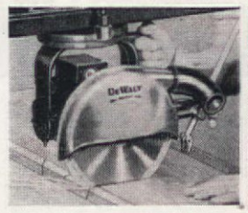
$229 delivered (saw blade and custom-built ½ H. P. motor included). EASY TERMS.

THE GREATEST INVENTION SINCE THE HAND SAW...

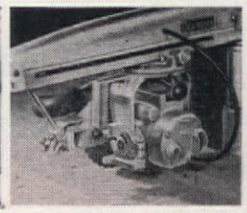
New AMF DeWalt "Power Shop" brings out the expert in you!

Today, AMF De Walt® "Power Shop" is everywhere known and accepted as the one really safe, accurate, easy-to-use machine. It's so designed that even the inexperienced can *expertly* do everything in home woodworking.

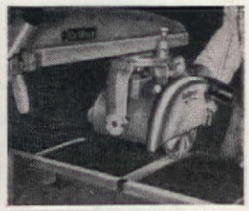
Whether you're modernizing, decorating or repairing your home, AMF De Walt is your best investment. See it demonstrated today. At your De Walt Dealer's or fine hardware and department stores.



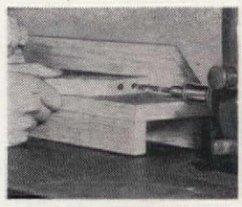
TOP-SIDE CUTTING! No guesswork—no mistakes. You always see the cut because layout marks are visible and easy to follow at all times.



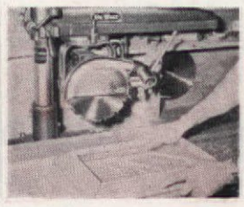
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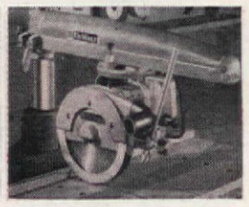
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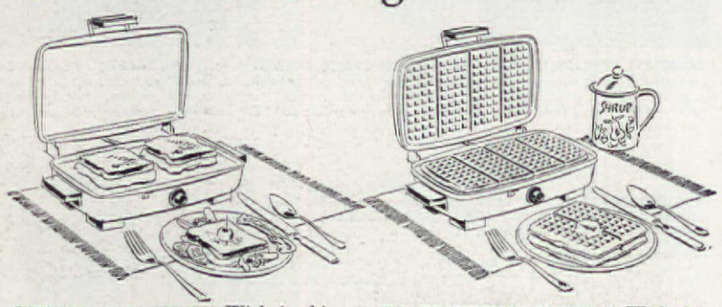


Happy the hostess with this G-E appliance on her table! Because that's where she'll do her cooking—right at the table! Crisp, golden waffles or—with just a quick change of grids—marvelous, grilled sandwiches hungry families love!

Works automatically, too! Temperature Selector gives the correct heat quickly. A "tell-you-when" light flicks off to signal the instant the heat is right!

See this perfect, stepsaving gift at your G-E dealer's, first chance you get. General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

Service to order—right at the table!



SIZZLING SANDWICHES! With its big grill plates in position, it serves up delicious grilled sandwiches . . . or even bacon and eggs.

GOLDEN-BROWN WAFFLES! With its aluminum waffle grids inserted, it keeps crisp waffles coming fast . . . four sections at a time.

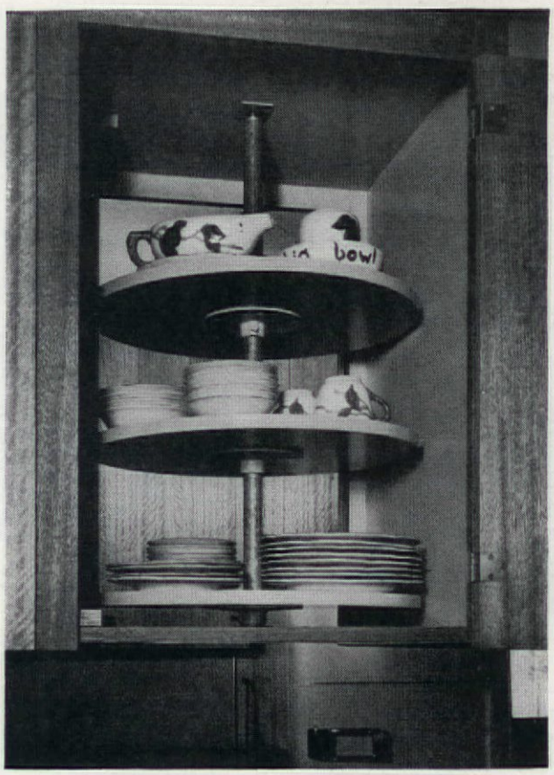
GENERAL ELECTRIC

Double-Header Kitchen

(Begins on page 105)



One of the most compact and useful built-ins we've seen—on wall between the recreation room and the service entrance. At left, it holds the oven, stores kitchen items below, and trays above. At right and in center, are two roomy drawers, pull-out cutting boards, and a hide-out for folding trays. Because it's convenient to "rec" room, snack items are stashed here, too



A two-way Lazy Susan is another feature of this kitchen. Part of the end cupboard of the room divider between kitchen and dining areas, it is accessible from either side. Makes storing of dishes right out of the dishwasher a step-saving operation, and speeds up table setting on the dining side



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At your dealer or write Jet-O-Mat, Inc. 2902 Emerson South, Minneapolis 8, Minn.

Good Victuals

(Begins on page 82)

Then it's a five-minute period, plus heaping your lobster attractively while she "dishes up" the rice, puts on the salad and the bread. Always honest—this is no meal-in-one and not a casserole meal. It takes some hopping—but if you'll read the recipe—organize the thing—it's an elegant dish with a minimum of "chef" time. In a bit of foil you have snipped up tiny bits of parsley for garnishing of the rice—the latter a hot, last-minute deal whether or no. Madam, do believe me, you have a beautiful dinner in progress, and your talents have been saved for the one memorable dish—the Lobster à l'Armoricaine. (In the days when France was known as Gaul, Brittany was called Armorica. Two thousand years later, traveling Americans ate the Lobster à l'Amoricaine, liked it, and called it "Lobster à l'Americaine." It is probably by the latter name you know it—for in the few restaurants in America where it is served, it is invariably served under this name.) You will have served your guests an elegant little dinner that would have cost a fortune in any top restaurant—and ONLY top restaurants DO serve this menu.

Next month is December, and if you have ever read a single line I have ever written about Christmas, you know that I go berserk about Christmas. All rules go by the boards. My house, my wrappings, my Christmas tree, my food and entertaining at Christmas—there's no logic to any of it. To me, it is the most beautiful time of the year, worth every exhausting hour put into it. My dearest friends, my best friends, have on occasion, called me "childish" about Christmas. And so be it—always!

A lovely thing I've planned for you this Christmas—a crèche—as beautiful as a stained-glass window and, to assure your happiness, a step-by-step pattern to achieve the same result. And, of course, many other good, good victuals. . . .

Do you know Dr. Albert Schweitzer? To me, he is one of the greatest men who has ever lived, and to me, more so because he is living in the same troubled world I am living in—*Not* just great in retrospect. He has spent the last 38 years of his 76 years as head of a 600-patient hospital in the African jungle. He began as a simple French country doctor. He is a top musician, theologist, philosopher, and author. He believes it is not enough to do "well enough"—that you must do something *more*. May I say, in all reverence to his higher calling of "Reverence for Life" that this too, is my philosophy about such mundane things of daily life as cooking—"well enough" is *not* enough—it must be something more.

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Guaranteed by Good Housekeeping

Install your own..and save

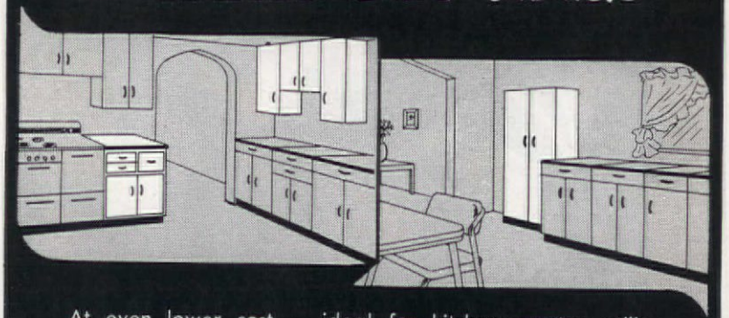
WALTERS Steel-Fashioned

"Budgetized" Kitchen Cabinets

Hang wall units like pictures . . . slide bases into place like furniture . . . add 1, 2 or 3 of these handsome, flush-fitting cabinets at a time, as your budget allows . . . enjoy custom styling at budget prices . . . quality features of cabinets costing twice as much.

Add Shelf Space or Working Surface with

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At even lower cost . . . ideal for kitchen, pantry, utility room, game room, bathroom or garage. Sizes and styles for every taste and place.

Sturdy, modern WALTERS Cabinets are available at most hardware, furniture and department stores. Visit your local store today and select the cabinets you need, and —

SEND FOR BOOKLET

Actually shows how to plan and install a modern kitchen.

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Walters Mfg. Co., Oakmont, Pa. (Pgh.) Dept. A-3

Send me the booklet entitled "How Low Cost Cabinets Can Modernize Your Home." Enclosed is 10 cents (in coin) to cover handling.

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It only takes a little squirt
to clean a window with Windex Spray!



Yes—*anybody* can clean windows in half the time with Windex Spray! So easy it's child's play! Windows, mirrors, all glass surfaces get sparkling bright, stay bright longer because there's no waxy film to attract dust later. Windex Spray is a thrifty cleaner, too. Even more economical in the large 20-oz. size. Get Windex Spray today at your grocery, drug or hardware store. Also sold in Canada.

So quick, easy, thrifty, it outsells all other glass cleaners combined!

PRODUCTS OF THE DRACKETT COMPANY, CINCINNATI, OHIO



"Here, you hold him—I just remembered this
is the day of the week I put Drāno in all the drains!"



Better to get the "bird" than to have dangerous sewer germs lurking in every drain. And germs breed in muck that liquid disinfectants can't budge. Drāno's churning, boiling action dissolves the muck—and keeps drains germ-free and free-running. Make one day a week Drāno day. Put Drāno in every drain for about a penny a drain. Makes septic tanks work even better. Get Drāno at your grocery, drug or hardware store. Also available in Canada.

There's nothing like DRANO . . . to keep drains free-running and sanitary.



DON'T BE A Panhandler

See "Where Credit Is Due," page 136

MIRIAM OWEN

There's no sense in being caught red-handed, with no pot holder within easy reach when you need one the most; and there's no sense, either, in being red-faced about a disreputable pot holder—not when manufacturers have fairly "busted their puckerin' strings" to produce these useful objects in such attractive variety. There's no trick at all to finding a set to do credit to your kitchen while pampering your hands. Actually, they are so pretty that they become the "costume jewelry" of kitchens—and we're not speaking in figures of speech either, for those egg-shaped holders at the top of the page *are* jewel studded, bedecked with sequins—and usable and washable to boot! If you're a "where *is* that pot holder?" gal, then include on your Christmas-hints list that apron with holders attached. If you're meticulous, or would like to be, the hanging varieties are good ones for you. If you do a lot of reaching into ovens, the mitts are perfect—but be sure that you select a very feminine pattern if you don't want Poppa to purloin them for use at his barbecue.



ALL AROUND THE CLOCK...





...ALL AROUND THE HOUSE

...you can't beat

JOHN WOOD

for

dependable hot water!

Old or new, your home gains in comfort and convenience when you add a dependable source of hot water. In kitchen and laundry, chores are over faster and better. The whole family benefits in the bathroom, gains in comfort and convenience.

All around the clock, throughout the house, you can have these helps to modern living by installing a John Wood Automatic Electric Water Heater. You can choose from vertical or table-top type. And the COMPLETE John Wood line gives you a wide choice of capacities to meet your own exact needs. Made and warranted by John Wood Company – one of America's oldest Water Heater Manufacturers – and sold by your own Master Plumber. See him today for a free estimate

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JOHN WOOD

Automatic Electric

WATER HEATERS



"Tell Me a Story"

RUTH M. MALONE

When your child begs, "Tell me a story," why not tell him a story of fun and adventure or history, but with a background of family tradition? Mother's and Father's childhoods are always interesting. Some of *my* favorite stories were about my grandfather, who was a great hunter. No big game hunter ever had more thrilling adventures than Grandpa on his bear hunts—and didn't the familiar picture of his camp with the big bear prove it? Nature stories were often woven into the tales of this favorite personality, who loved animals and was a hunter with high ideals about law and sportsmanship. We do not realize the little seeds of character we are sowing as we tell stories to our children, who are eager to hear the tales we just dream up, yet relish still more the true ones!

Remember when you heard your own grandmother tell about the uncle who fought in the war between the states? That was more impressive than just a story about anyone—and you can weave the adventure while describing a period of our American history that your child will always remember. Later in school, American history will seem real because some-

CONTINUED ON PAGE 110



Coming Next Month

WE GO CRAZY ABOUT CHRISTMAS!

. . . and so can you, for you can copy our gingerbread crèche, brightly colored, and our decorations made of everything from sequins to macaroni!

AND TO ALL—A GOOD NIGHT!

Hints to Santa, about new sheets and blankets, fit for a princess' trousseau, but sensibly priced.

JUST LOOK AT Dixie

"You'd never dream it costs Less!"



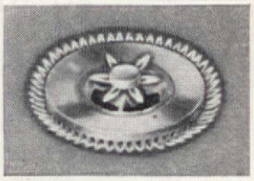
Full size model
21F-7 illustrated
"Be Thrifty — Buy Dixie"

Features You'd Expect Only on Higher-Priced Ranges

In a Dixie fully automatic gas range you get more style, more performance, more value than you'd ever dream possible at such a low, low price! Made by one of the nation's largest gas range manufacturers, Dixie gives you *every* feature you'll want and need . . . and, best of all, you'll . . .

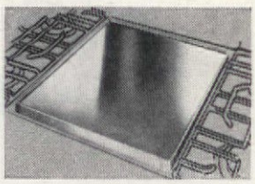
SAVE UP TO $50 (or more!)

- Superb styling, beautiful gold and chrome trim.
- Safe-T-Lox burner controls; continuous unit burner grates.
- Rust-resistant, easy-to-clean interior finish.
- Fluorescent, non-glare, top-of-range lighting.
- C.P. and A.G.A. approved
- Stain-proof Titanium porcelain enamel finish.
- Automatic timed oven; automatic oven and top burner lighting; automatic oven heat control.
- Heavy oven insulation keeps heat inside.



EXCLUSIVE THERMA-FLEX BURNERS

Only with Dixie's NEW *Therma-Flex* top burners can you get *unlimited* temperature choice PLUS "easymatic" selection of the most-used temperatures — Quick-Boil, Maintain-A-Boil, and Simmer-Glow—at Dixie's thrifty-low cost! Dixie ovens feature NEW *Thrifti-Kool* pilot, too.



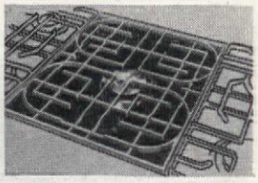
224 SQUARE INCH GRIDDLE

Dixie center griddle (available on many models) is the *largest on any range!* Real *family* size, complete with protective cover that provides extra work-top space when closed.



Free CATALOG of the complete Dixie line and all the wonderful cooking and convenience features is yours on request. See your dealer, gas company, or write us today.

DIXIE PRODUCTS, INC., Dept. 1102, Cleveland, Tenn.



JIFFY GRATE REPLACES GRIDDLE

Center griddle can be *quickly* and easily converted to make a 5 BURNER RANGE, with the "jiffy grate"...for full top-of-range cooking, canning, etc.

Dixie

Fully Automatic

GAS RANGES

"DIXIE PRODUCTS — *Everything You Want . . . For Less!*"

You can pay more—
but the Flavo-matic
makes better coffee

WEST BEND
Flavo-matic®

6 to 8 cup

You can make *better* coffee in the Flavo-matic — because its exclusive percolation process extracts only the most flavorsome coffee oils. Correct time and temperature control never overheats or "burns" the coffee. The aromatic coffee oils are never driven into the air. Fully automatic — no gadgets. If you like mild coffee, merely use less ground coffee. Saves coffee.

6-8 cup: polished aluminum $11.95*; red or gold color $13.95*; gleaming chrome $17.95*.

2-5 cup: polished aluminum $10.95*; gold color $12.50*.



AT LEADING HOUSEWARES, APPLIANCE AND GIFT STORES: PRICES SLIGHTLY HIGHER IN CANADA

2 to 5 cup



FRYER-ROASTER-SERVER
$24.50*



TRIG TEA KETTLE
CHROME ON COPPER $4.95
COLOR ALUMINUM $4.75



PENGUIN SERVER
$7.50

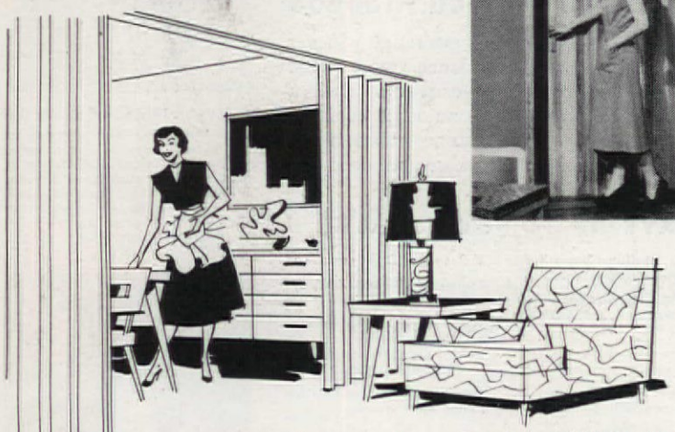


ELECTRIC BEAN POT
$7.50*

WEST BEND

WEST BEND ALUMINUM CO.
Dept. 63B, West Bend, Wisconsin
**Prices include cord and excise tax*

New! **FOLDING DOORS IN NATURAL WOOD**



Warmth, color and texture of Pella Wood Folding Doors blend with furniture and woodwork. Use for regular doorways, closet fronts and room dividers. Pella Doors fold accordion-like against door frame. Every inch of floor and wall space can be used for furniture placement. Solidly built. Stock sizes in pine, *finished or ready to paint or varnish.* Custom sizes in pine, oak, mahogany or birch, clear varnished or unfinished. Completely packaged, easy to install. Send coupon for free literature and name of dealer.

Pella®
MAKERS of
FAMOUS PELLA CASEMENTS
MULTI-PURPOSE WINDOWS
ROLSCREENS
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CLIP AND MAIL TODAY

ROLSCREEN COMPANY, Dept. F-84, Pella, Iowa
Gentlemen: Please send FREE literature on Pella Wood Folding Doors and name of nearest Pella dealer.

NAME

ADDRESS

CITY & ZONE STATE

"Tell Me a Story"

(Begins on page 109)

one close to him had a part in making the history of this great country. If an uncle (no matter how many times removed) fought at Shiloh or Gettysburg, it will be a thrilling adventure for your child as he reads the events that led up to the battle he heard about in a childhood story. I think it was those stories that gave me my love for history later on. There are many true, interesting tales of heroism about fathers and brothers today that will mean much more to a child than a story of no historical value. If he has heard about them from his parents, faraway places will be more than just a spot on a map.

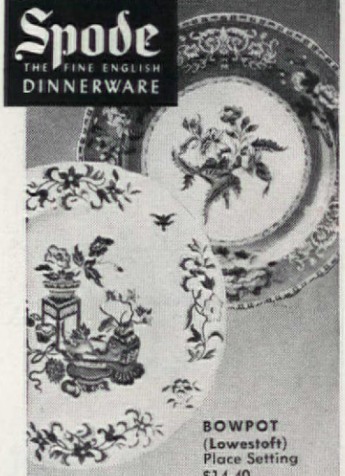
Events about a community make equally good stories. A favorite one in our household is "the time the floods came." The citizens of our little town, who worked valiantly all night with sand bags, trying to keep the water from coming over the levee, is a tale of heroism any child would enjoy hearing. Pictures like these stand out in a child's mind, such as the big houseparty we had, when all our neighbors with one-story houses moved over to stay with us since we had an upstairs. Playing games at night by oil lamps was fun and everyone brought cakes and pies, for all the ladies had cooked a supply of food before the levee broke.

Learning to paddle a canoe and going all over town saving cats and dogs made a favorite story when I told my own children about it. Nellie, our pony, was carried to the only high place in town. I worried about Nellie for fear some horse might kick her—until my father took me up there in a boat and we found her "Queen of the Mound," kicking any horse that came near!

One of my children's favorites was, "Tell me, Daddy, about when you were a little boy." My husband, a former Canadian, gave them a wealth of the history of Canada and of the great northwest in these stories he told them of his childhood, so different from their own childhood in the South. The crops, the industries and life in the north were all made into vivid pictures because of these descriptive stories. Deep snow drifts on the farm in western Canada, tending to the animals, and the wonderful sleigh rides, ice hockey, and skating. Yes, the pets, sports, and even food were all different, as were traditions and customs, yet they became real to our children who heard the stories and were a part of it—the heritage from their father.

Everyone has a storehouse of adventure to recount to their children, and such family stories help to build our nation's tradition and folklore.

Spode
THE FINE ENGLISH DINNERWARE



CAMILLA
in Pink or Blue
Place Setting
$8.20

BOWPOT
(Lowestoft)
Place Setting
$14.40

As you use your Spode day after day, you will find it even more charming than when you first selected it. And your Spode will not go out of style as the years go by. Write today for Booklet 15 to help in choosing the right pattern.

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SINCE 1770

"It's Your Play!"



Canasta & Samba
ROTO-TRAY

Rotates and reminds you that it's your play. Within reach of all players. Plastic with weighted base. Red or green. If not at your gift shop or department store sent postpaid for $2.00. Specify color.

ROTO-TRAY CO., Honeoye Falls, N.Y.

New Miracle Jelly...
CUTS OVEN GREASE *Like Magic!*

JUST SPREAD ON EASY-OFF . . . WIPE GREASE OFF . . . OVEN SHINES!



No scraping! No steel wool! No razor blades! No ammonia! Even hard-crusted, baked-on grease wipes right off, leaves oven, burners, racks, grills, walls sparkling clean! Try new Easy-Off! In 8 oz. and 16 oz. jars.

LOOK FOR FREE BRUSH ATTACHED

EASY-OFF OVEN CLEANER

on your newsstand TODAY

Santa himself hasn't a bigger bag of tricks than our new Christmas Book! Spang-full of house-warming, heart-warming ideas to set your house a-twinkle, to set your board a-groaning—to let the world know your family believes in the true Christmas spirit! If you can't find it on your newsstand, Santa's helpers will mail you a copy



or order your copy today . . .

FROM THE AMERICAN HOME PATTERN DEPT.; P.O. BOX 225, FOREST HILLS, NEW YORK

I enclose check for $1.25 (which covers postage and handling) for the American Home Christmas Book. (Please add 3% sales tax if you live in N. Y. C.)

My name _____ Zone _____

Address _____ State _____

City _____

"Come on... we've plenty for everyone with our new LP-GAS* WATER HEATER!"



Yes . . . lots of hot water for family bathing, clothes washing, house cleaning, dish washing and every household need . . . *with a modern, automatic LP-Gas water heater* that delivers *all you need . . . all the time.*



With LP-Gas you can heat water 3 times faster . . . that's why your family can be sure of a CONTINUOUS SUPPLY of hot water, day and night! . . . That's why a more compact, less expensive LP-Gas water heater saves space, saves time, saves money!

With LP-Gas, neither storms nor icing conditions can interrupt service. And remember . . . Liquefied Petroleum Gas is the fuel you can store and always have plenty on hand. Ask your dealer how the industry-approved Adequate Storage Plan works for you.



Mmmmm . . . flame-broiled steaks! Smokeless, too. No up-and-down temperatures, so you're sure of perfect baking. And for top-burner cooking—any temperature you want . . . instantly! See the new LP-Gas Automatic Ranges at your dealer's.

For expert advice on selecting the right size water heater, see your local LP-Gas dealer or write for **FREE COPY** of "Better Living with LP-Gas," to LP-GAS INFORMATION SERVICE, Dept. AH, 185 N. Wabash Ave., Chicago 1.

Live better with... LP GAS BOTTLED-TANK BUTANE-PROPANE THE MODERN FUEL Wherever you are *millions of families already do!*

*BUTANE • PROPANE • BOTTLED GAS • TANK GAS

Clip Those Coupons

(Begins on page 53)

Group leaders need not be bashful about taking advantage of these really generous offers. Many a church society uses a shiny coffee urn and a fine collection of silver when serving church dinners. These items are proof that it pays to get together and collect whatever is needed for a trade-in. The coupons that a group of women can get in a relatively short time count up mighty quickly.

Individuals can profitably save for silverware and other such gifts, too. The company can afford to buy in bulk and the gifts offered are often real bargains if they fit in with your needs. As one company puts it, "These coupons are worth cash—but worth even more when you exchange them for gifts."

Everyone is all too familiar with the hectic pulling power of odd items for children to send for as part of their breakfast boodle. They seem to be here to stay, and you might as well cop the prizes as you crunch along. One startlingly popular young aunt, who has achieved a unique place in the affections of her nieces and nephews, amuses herself by sending in her own quarters for submarines or detective sets to brighten the next moppet's visit.

While you are rummaging through that kitchen drawer for coupons, here are a couple of things to check:

Is that the coupon you got last May? Look for the date—it probably expired some six months ago. You and your friend, the grocer, might both be embarrassed.

Do you wish you could get Sudsy Wudsy instead of the Lather Gather soap the coupon is for? Don't ask the grocer to substitute Sudsy Wudsy even if he carries the brands side by side and who is to know? It is illegal and his stocks can be checked to see if he turns in more coupons on one item than he should.

Does your state say nix to coupons? Some states do, and the coupon is void if prohibited or restricted. Your grocer probably grouches about this, but short of legislation nothing can be done. Under such terms he can not redeem coupons.

Who pays the sales tax on an article? You do, even if, for example, a full package of a product is a bonus for a larger purchase. You will find in the small print that the sales tax is to be paid by *you*. After all the tax is just a snip of money compared to the purchase price of the item.

Whatever you do, when you have found those coupons, don't apologize to the grocer when you turn them in for the value due you. He is in business and so are the big firms that make his products. Their business is pleasing you, the most important buyer in the country.

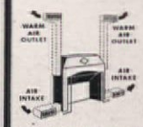
★ Circulates Warm Air
★ Will Not Smoke
★ Damper Seals Air-Tight



3-STAR

HEATILATOR FIREPLACE

Here's the only fireplace designed especially for modern homes. It warms all the room and gives you smokeless operation. And now the exclusive Pressure-Seal Damper seals air-tight when the fireplace is not in use. Stops waste of home heat up the flue . . . prevents chimney downdrafts from chilling the room . . . eliminates loss of expensive summer cooling in air-conditioned homes.



The Heatilator unit is a scientifically designed steel form around which the masonry for any style mantel is correctly laid. Adds little to the cost of the finished fireplace. Sold by leading building material dealers everywhere.

Write for interesting free illustrated booklet giving complete information.
HEATILATOR INC.
7111 E. Brighton Ave., Syracuse 5, N. Y.

INSULATE Your Home for as low as $67.60*



"I did it myself in an afternoon"

Yes, you can insulate your home yourself and save $50-$100 installation costs. Zonolite vermiculite Insulating Fill easily pours from the bag between attic joists and sidewall studs—flows snugly around pipes, wiring, braces, eliminates money-draining heat leaks —*keeps winter heat IN . . . summer heat OUT!* Saves up to 40% on fuel. And Zonolite is fireproof—actually snuffs out flame—termiteproof, rotproof, rodentproof—permanent. See your lumber or building supply dealer, or mail coupon today for FREE BOOKLET!

*(cost of insulating attic in average home)

ZONOLITE COMPANY
135 S. LaSalle, Dept. AH-114
Chicago 3, Ill.

ZONOLITE BRAND VERMICULITE INSULATION

ZONOLITE CO., Dept. AH-114
135 S. LaSalle, Chicago 3, Ill.

Gentlemen: Please send me, free-of-charge, booklet HI-41, "Safety, Comfort Savings in Your Home."

Name.....
Address.....
City.....Zone.....State.....

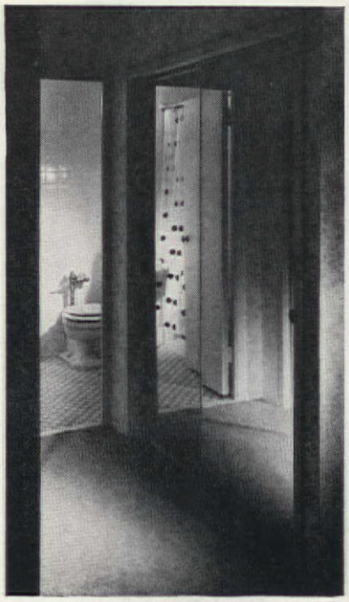
SEE YOUR LUMBER OR BUILDING SUPPLY DEALER

In newer houses, spacious hallways are usually a thing of the past because they waste too much costly square footage. But if the economics of having a long narrow tube of a passageway are sound, the aesthetics are not. In this case, mirrors on the sliding doors of a closet not only increase the apparent size of a hallway, but also help to enliven it with reflections

All rooms on this page photographed at 60 Sutton Place South, New York, N. Y.



BEFORE

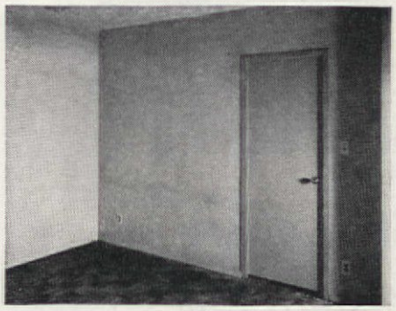


Stretch it—with MIRRORS

Houdini, who knew all about mirrors, would approve the way modern decorators use them to make small modern rooms look twice their size



In small modern homes, architects have gone a long way toward solving the actual physical space problems presented by the living-room "dining area." What is more difficult, however, is incorporating a feeling of graciousness into the few square feet such areas are usually allotted. Here, just that was accomplished with mirrors. See in the Before view how a small wall was broken up by a door leading into the kitchen. By using floor-to-ceiling mirrors on the entire wall, including the door, you have the illusion of a large dining room, "decorated" by the living room's image—and the living room itself seems larger, thanks to the mirror



BEFORE

MORE MIRROR TRICKS, PAGE 114



That "mirror, mirror on the wall" behind a dressing table not only does its bit for milady, but seems to double the size of a small bedroom as well. Here the open construction of the table helps the mirror to do its sleight-of-hand—a heavier piece would have blocked out too much of it. Walls of mirror are not inexpensive, but they contribute to a room's decoration as well as to its apparent size



Versatile
Bilt-Well
CABINET UNITS
fashioned in wood

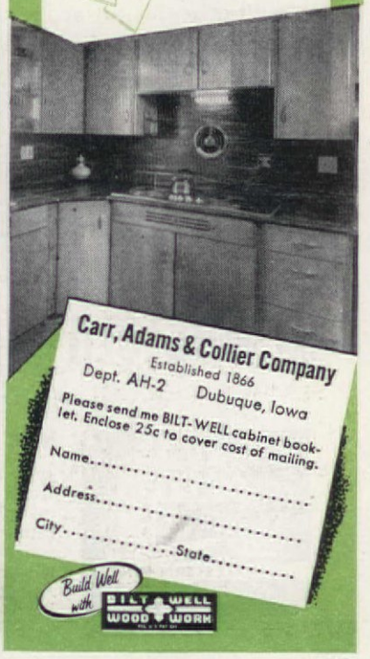
• There are units to fit every shape of area and every home storage need

Bilt-Well Cabinets are the perfect solution to your problem of inadequate storage. They set against any wall without alterations. By utilizing a minimum of floor area, these smart looking wood cabinets provide spacious storage space for linens, clothes and many other everyday items.

With such outstanding features as graceful rounded edges on drawers and doors and the overall beautiful modern design, it's easy to see why Bilt-Well Cabinets are "Ladies' Choice."



Individually packaged, prefitted, ready to assemble and install. Can be finished natural wood, stained or enameled any color.

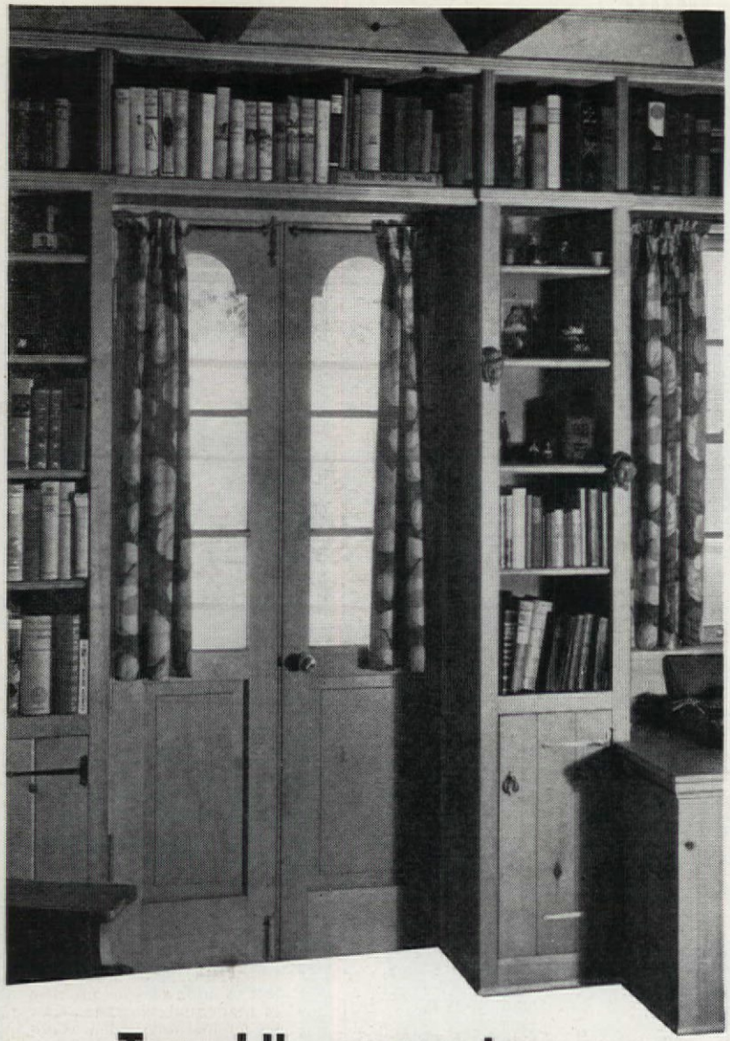


Carr, Adams & Collier Company
Established 1866
Dept. AH-2 Dubuque, Iowa

Please send me BILT-WELL cabinet booklet. Enclose 25c to cover cost of mailing.

Name.....
Address.....
City.....State.....

Build Well with BILT-WELL WOOD WORK



Turn idle space to practical use *with the woods of the Western Pines*!*

Build around doors and windows for extra shelf space—and gain a distinctive decorative scheme in the bargain! The cheerful woods of the Western Pines prove their versatility in this attractive arrangement . . . in the snug window and door frames, the practical shelves and cabinets.

You'll find the Western Pine woods economical for all your building or remodeling projects—whether you do them yourself or have them done. These beautifully grained, carefully selected woods lend lasting loveliness to your home for a small initial investment. See them soon at your local lumber dealer—ask him for an estimate!

the Western Pines *IDAHO WHITE PINE *PONDEROSA PINE *SUGAR PINE



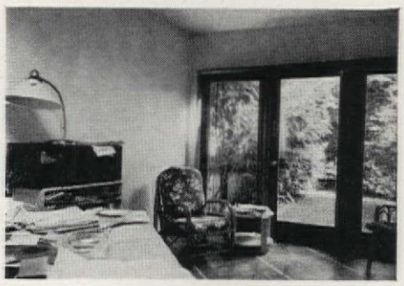
NEW FREE BOOKLET...bright new ideas

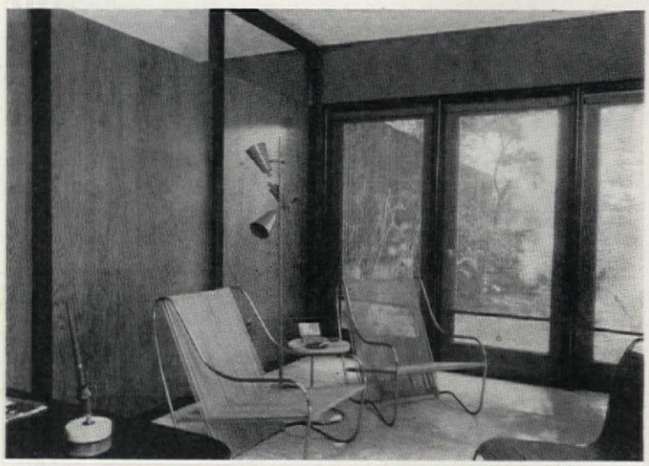
Just off the press . . . "FRIENDLY HOME IDEAS IN WESTERN PINE." 86 photographs, many in color, show you building, decorating, and remodeling ideas featuring the warm and cheerful Western Pines. Write for your free booklet to WESTERN PINE ASSOCIATION, Dept. 324-F, Yeon Bldg., Portland 4, Oregon.

With Mirrors

(Begins on page 113)

A glass wall doesn't necessarily "open" up a room unless the room's decoration in some way plays it up. Here, light walls and bulky furniture create a feeling of clutter

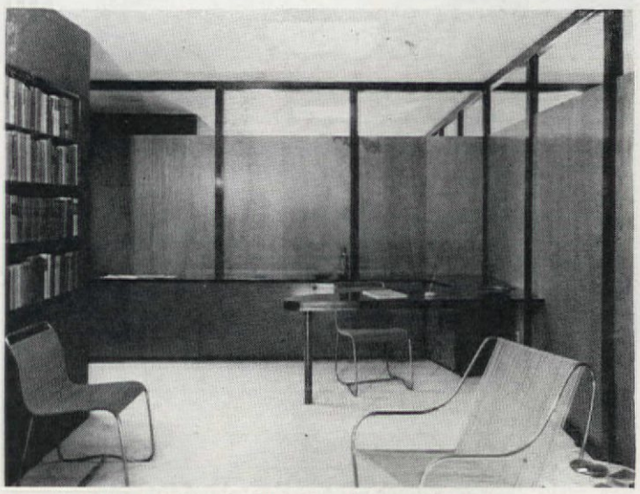




Now dark walls lead the eye directly out of doors, and the mirror rectangles play back the light that the glass wall brings in. The calm and inviting atmosphere is enhanced by airy chairs of string and copper, and by sheer reed shades over the glass. Remodeling was designed by Klaus Pfeffer; Pearl Bank Steward, associate

A built-in desk and a wall of built-in cabinets went a long way toward improving the L-shaped study in the home of Dr. Donald A. Macfarlane of Berkeley, California. But the mirror trick explained below was the real crux of the matter





They didn't knock down walls—that illusion of space you see was created by setting rectangles of mirror above panels of plywood, and framing the whole thing in black lacquered frames. Instead of walls, they look like partial partitions, and you'd swear that there are rooms and rooms beyond. The restricted feeling caused by the blank walls in the Before picture has disappeared entirely



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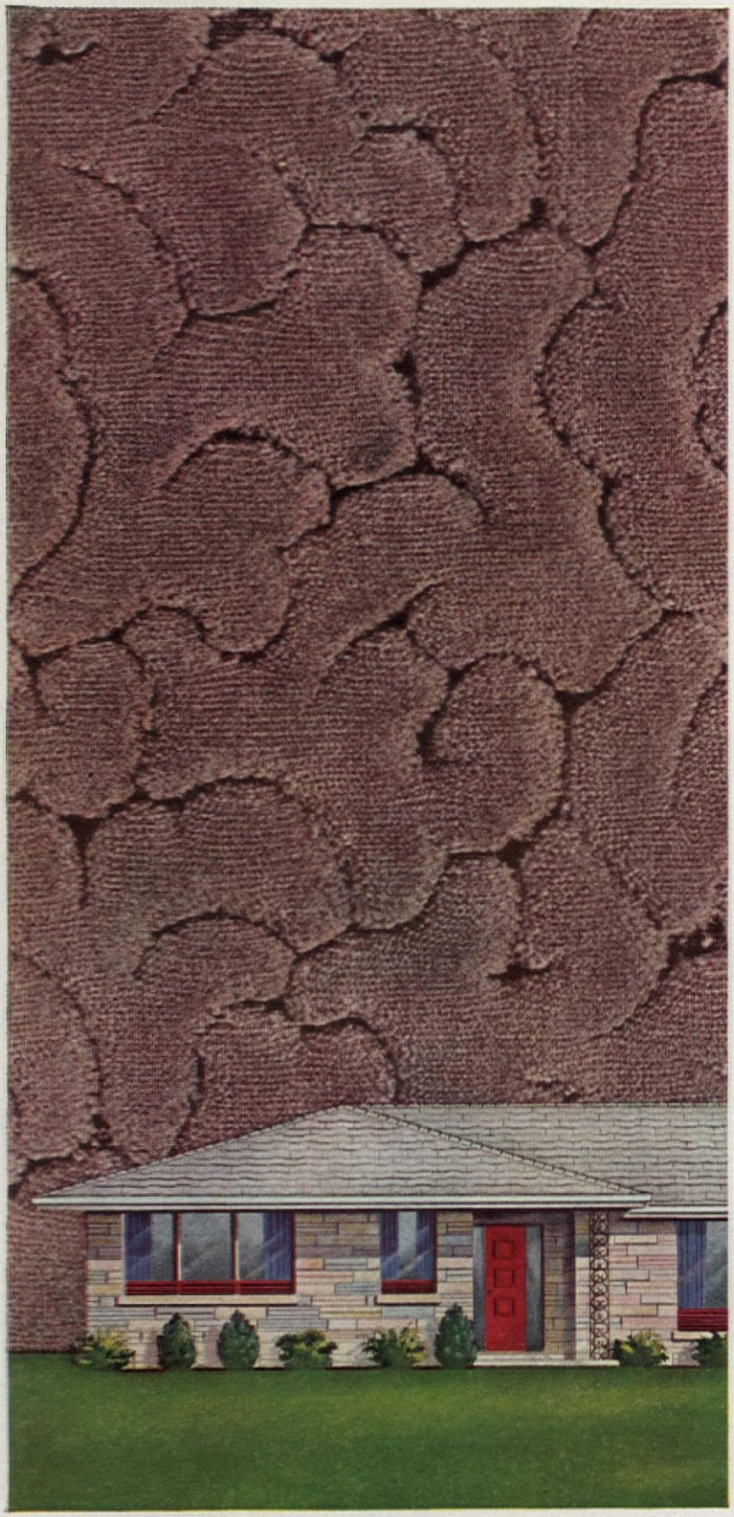
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The original building's grace of line and balance of mass was still evident in this old farmhouse 200 years later (above). The Duncans, who now call it "home," added a new wing and remodeled it inside and out (below) to bring it up to date and combine the best of old and new features





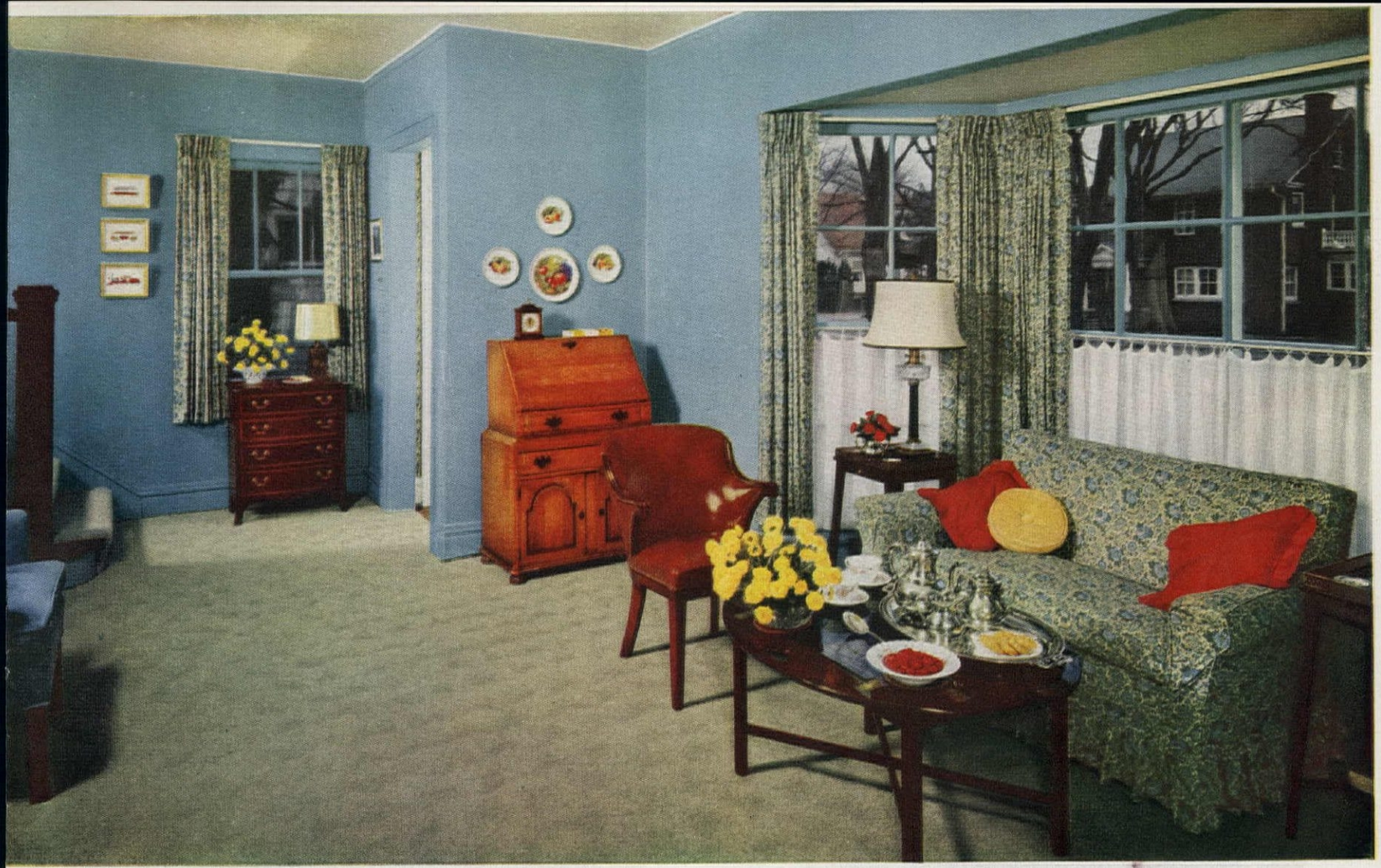
200 Years Old— and It Works!

ANN CAMPBELL DUNCAN

If you should unexpectedly inherit an old, "first settler's" home whose origin is lost in the meager and murky records of Colonial days, our advice to you *should* be to rend it beam from beam, and then to send in a bulldozer to obliterate the last traces of its overly-prolonged existence. We did the former; we didn't do the latter, and we learned our lesson the hard way! However, if you love old houses to the extent of being willing to "modernize" one and live in it, you are a little mad anyway, and no advice of mine—even if not facetious—would deter you. So let me just assure you that our experience has proved to our satisfaction that you *can* preserve all the original charm of an old house and, at the same time make it truly modern and easy to care for.

The center part of our house, built of stone, is more than 200

CONTINUED ON PAGE 118



The mystery of the missing curtain

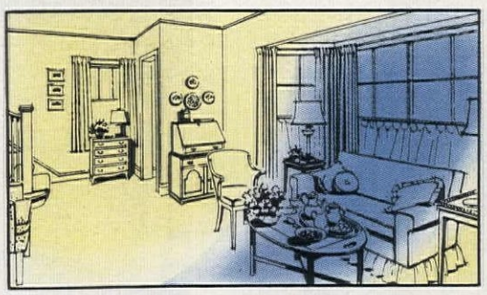
It's not a visible curtain that's missing, for every one of those dainty cafe curtains is perfectly in place.

But if you sat on that davenport, with your back exposed to drafts from the window, you'd know that what's missing is a *protective* curtain of conditioned air to stop drafts before they start. And that, very simply, is what Lennox offers you in its new Lennox Perima-flo Heating (or Heating-and-Cooling) System.

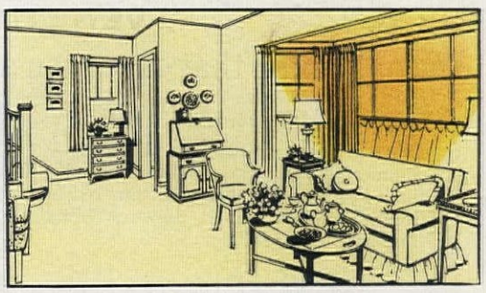
Lennox Perima-flo, you see, not only places a curtain of healthfully conditioned warm air between the outside weather and you. It also protects you against up-and-down temperatures, stale and stuffy air.

In summer, a Lennox curtain of *coolness* stops *heat* before it comes into the house, giving you cooling in *every* room, from the same air ducts. That's a big plus. With Lennox, you can install air conditioning *now*, along with your heating system, or add it easily at any later time.

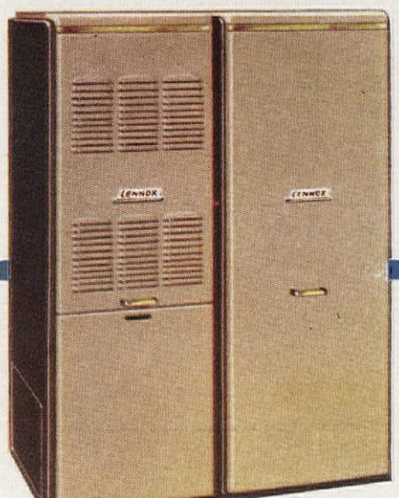
Lennox pioneered this Perima-flo principle, in keeping with its 60-year tradition of providing better home comfort. And it's yours now, to have and enjoy. So, in your plan to build or remodel, count on your Certified Lennox Dealer. His name's in your classified phone book. He'll gladly make a "comfort survey" of your home—no cost or obligation. And ask about his budget plan; *you have up to 3 full years to pay.*



CONVENTIONAL heating or air conditioning methods try to combat unpleasant temperatures *after* they enter the room. Result: drafts (blue, above), uneven temperatures, poor circulation for freshness.



LENNOX PERIMA-FLO stops cold or heat at outside walls *before* entering house, puts an invisible curtain of conditioned air (orange, above) between the weather and you. Result: healthful indoor living!



HEATING COOLING

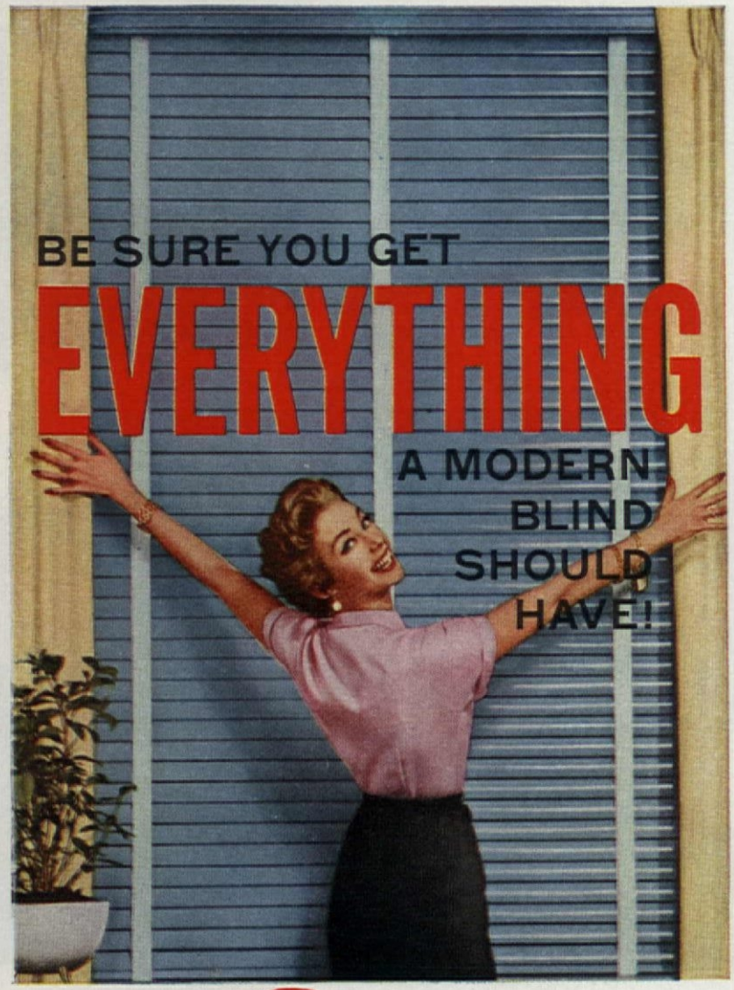
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200 Years Old

(Begins on page 116)

years old. My husband almost tossed in the sponge in the early stages when he found that its two-foot-thick walls had been laid up without benefit of any cement mortar. It is a tribute to the craftsmanship of those early masons that walls of flat stones bound together only by clay—reinforced with ox- and horsehair—stood straight and true after 200 years. But it also explained why long, driving rains beat through two feet of stonework and trickled down the inside wall. The room we thought would need nothing but paint, had to be pointed up ("pinted," old Bill, our handyman, calls it) inside and out, then firred and plastered in-



This old house yielded up a master bedroom with a wonderful corner for a chaise longue by a fireplace that had been hidden for years. Dining room, below, part of the new wing, is in keeping with the rest of the house, thanks to its carefully planned decoration



side. Better figure on at least a half-dozen such unexpected jobs in remodeling any old house. All the unexpected is not grief, however. Imagine our joy when we discovered a plastered-up fireplace in what was to become our bedroom. It drew, too! That huge, dark room, lighted only by one small window, had a ceiling which just cleared my husband's head and gave me claustrophobia, too. In order to allow for some dormer windows, the ceiling had to be raised, and when the old plaster was torn down, beautiful hand-hewn, wood-pegged beams were brought to light—and suddenly light dawned on me. Why put back any ceiling in the room? Why not just let it run way up to the peak and leave the beams exposed? We got an effective and unusual room—and saved money as well.

CONTINUED ON PAGE 138



Here's the floor that takes the "work" out of housework

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The development of Terraflex® by Johns-Manville has practically eliminated one of the most unpleasant chores around the home—that of scrubbing the floor! Made of vinyl plastic and asbestos, Terraflex has a non-porous surface that dirt can't penetrate, so a "swish" of a damp mop keeps it shining clean. It defies kitchen oils and grease.

And now you can get J-M Terraflex, the original vinyl tile, in 1/16" thickness especially designed to install yourself. It can be cut to fit with scissors, yet will outwear any other type of resilient floor of equal thickness, gives you years of carefree floor beauty.





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Through full-color illustrations, the book visualizes for your selection the most popular designs employing two colors and the most popular designs employing three colors. As shown in the 2 pages illustrated above, each popular design in the book is also shown in a choice of several different harmonious color combinations.

The book also contains a color chart of the 15 different marbelized colors of J-M Terraflex used in developing these designs.

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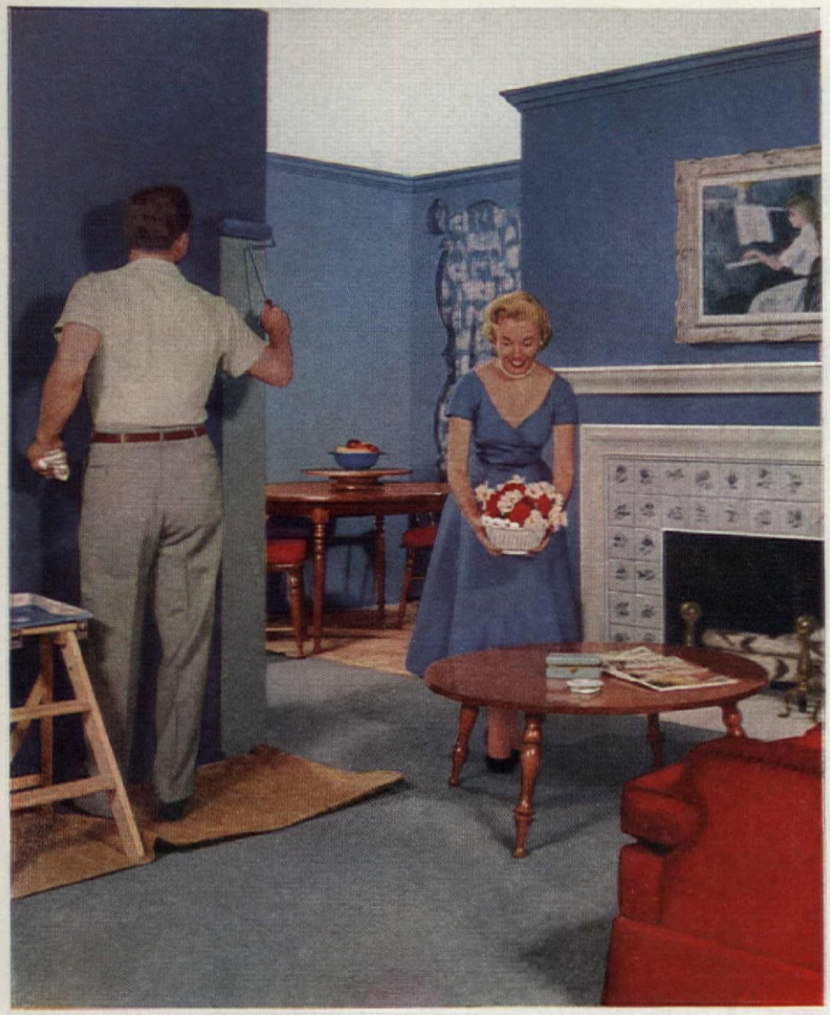
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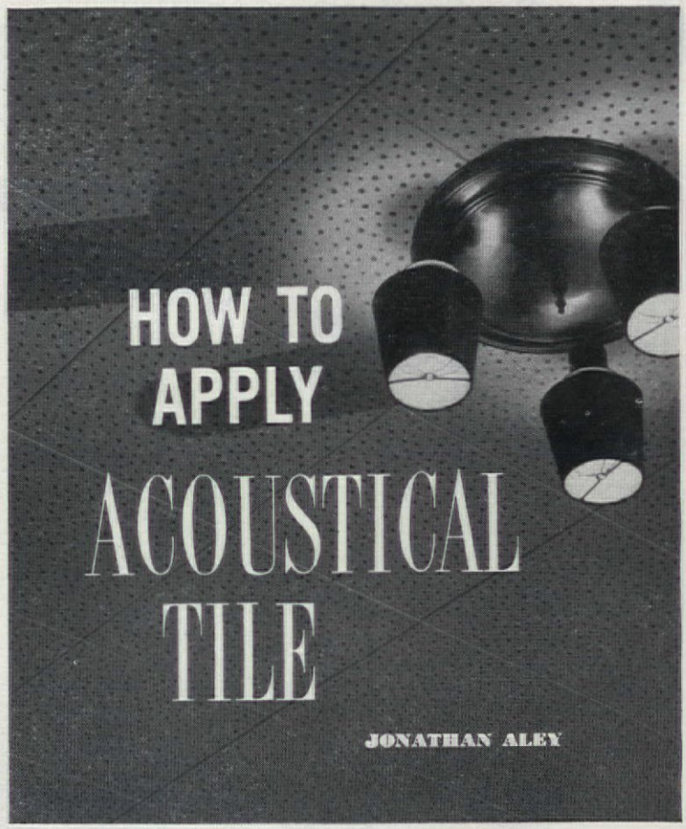
KEM-GLO®



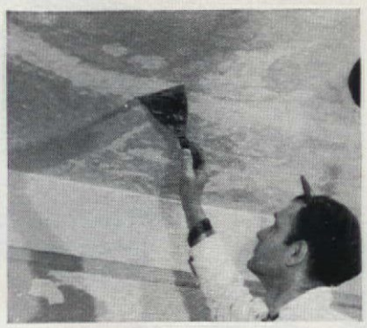
Looks and washes like baked enamel. Resists steam, cooking spatters, grease, even boiling water and alcoholic beverages. Available in the same lovely colors as SUPER KEM-TONE.

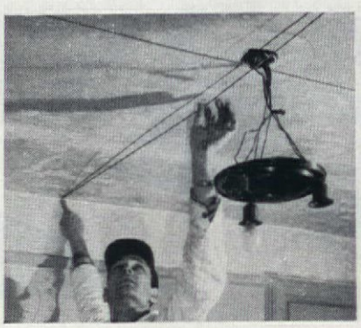
HOW TO APPLY ACOUSTICAL TILE

JONATHAN ALEY

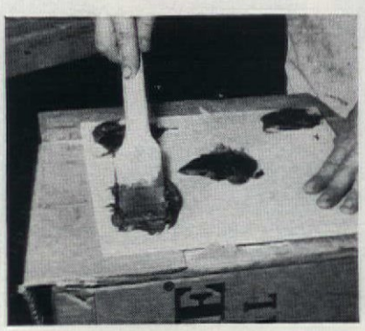


1. If your old ceiling is solid, has no "give" to it, and has no large holes or cracks, then you don't even need to patch it. Scrape paint surface with a putty knife to remove any loose flakes. Wash off all dirt and grease which reduce adhesive's effectiveness. Allow ceiling to dry thoroughly before applying the tile

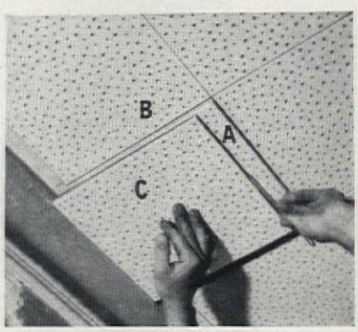




2. Lower ceiling fixtures. Locate halfway points at each end of room and snap chalk line between them. Snap second line across center of first line at right angles to it



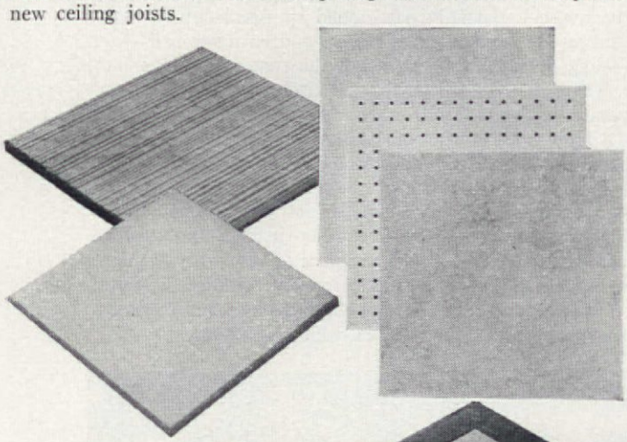
3. An inch from each corner of back of tile, apply walnut-sized blob of adhesive. If adhesive is closer to edge, it may squeeze out between seams during installation

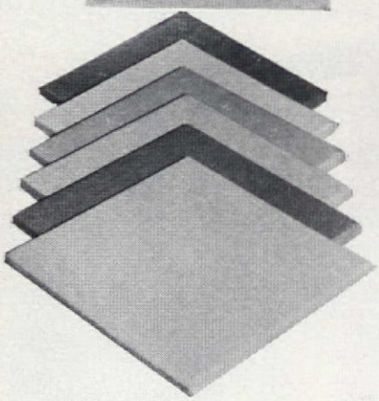


6. Fit partial border tiles by laying a full tile (A) on last installed tile (B) with edges aligned. Take another full tile (C) as marking guide, with its edge against wall. Scribe (A) along (C). Cut on line and fit border tile into place

Now you can install your own sound-conditioned ceiling in a new room or an old one. You'll not only make the room a quieter and more pleasant place to live, but you'll also add a fire-resistant, prefinished, attractive ceiling with a considerable heat insulation value. What's more, it's a job you can finish in a matter of hours (it took us six hours to do a 10′ x 12′ room).

We show the adhesive method of installation because it is the easiest way to put up the tiles. You can use this technique to hide any beat-up old ceiling that is structurally sound, or, in a new room, you can stick the tiles to gypsum lath, plaster board, or to a new ceiling finished with rough brown plaster only. Consult your dealer if you have a badly broken ceiling or if you wish to install the tile on furring strips attached to the exposed new ceiling joists.





Nowadays you have a wide choice of surfaces, colors, textures, and sizes of tiles to choose from. Above and to the right are a few examples, and tiles are even available covered with colored woven wood. Tiles have either interlocking edges or square, lightly beveled edges. For our job, we used a random-holed 12″ x 12″ white tile



4. Start tiles where chalk lines cross. Press tile against ceiling ½″ from final location and slide in and out of place at least once to insure a good adhesive bond



5. To fit around fixtures, cut tile with keyhole saw. Check each tile to see that it is flush with neighbors. If tile is set too deep, remove it, add adhesive, and remount



7. Install a new molding to finish the job. Check ceiling for unevenness and make any corrections before adhesive sets. Benzine or cleaning fluid will usually remove any small spots of adhesive on surface of tile

See "Where Credit Is Due," page 136



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(Begins on page 76)

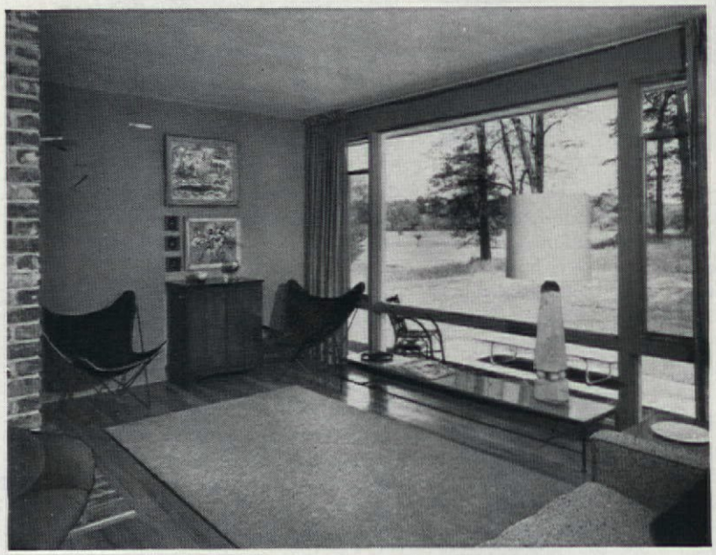
one façade, helter-skelter—the fault of so many merchant-built houses. The window walls are made up of widely spaced post and beam frames. Aluminum casements and big panes of fixed glass are set into these generous frames. The house is heated by radiant-forced-air perimeter heat—inside the concrete block foundations, fiber ducts were imbedded in the concrete slab.

Blueprint Home No. 35 contains 1356 square feet of enclosed living space, not including the terrace or carport. The big front area of the house is partially partitioned by fireplace and guest closet to suggest living area, dining area, and entrance hall—you get the feeling of separation, although the spaces flow one into the other. Along the hall are ranged the kitchen and utility room (with separate exit) and a pair of bedrooms and bath. The third bedroom, a large master bedroom at the back of the house, has its own bath, and a small covered terrace of its own.

On a typical cost breakdown of the $23,900 houses, approximately $3,700 went into the cost of the lot, improvements, and landscaping—the land was expensive, near to town and close to the golf course. If you own your own piece of ground, you might do better. Since building costs vary so widely in different states, we can't estimate your costs exactly, but our plans and materials list will give your builder the basis on which to figure.



Inside, living spaces flow into each other, but areas are separated. The brick fireplace screens living room from dining room, but "boxes in" neither. Door from dining room leads to enclosed patio, an area which would make an excellent outdoor dining room, cook-out headquarters—or a service yard you can enter from the utility room



Living room's good size is doubled by the terrace which becomes part of the living room visually, even in inclement weather. Expansiveness of the terrace contrasts with the sit-by-the-fire coziness within





Another beautiful home

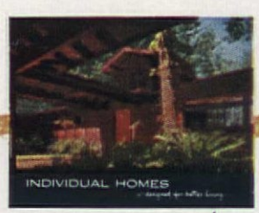
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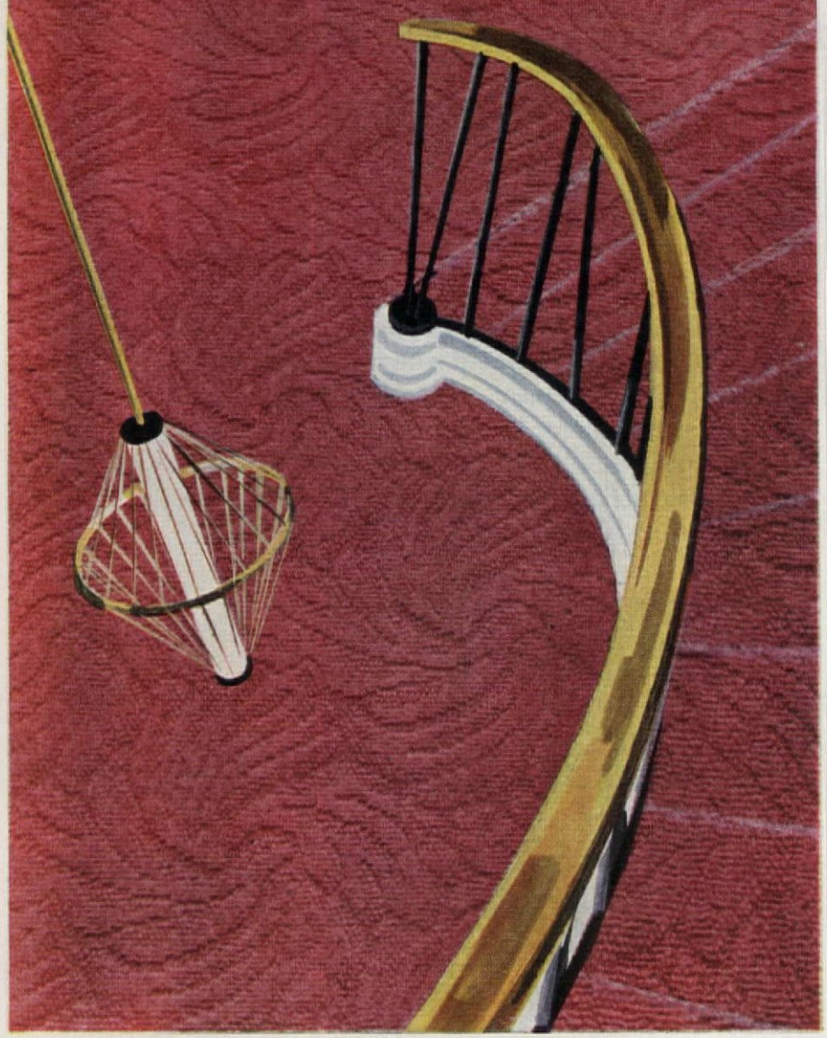
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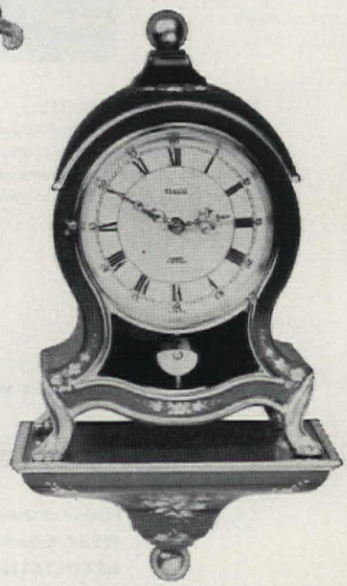


It's always good to be wise about time—especially since clocks on our walls and mantels are in fashion again. Here are some striking examples

Never too Late to Be Clockwise

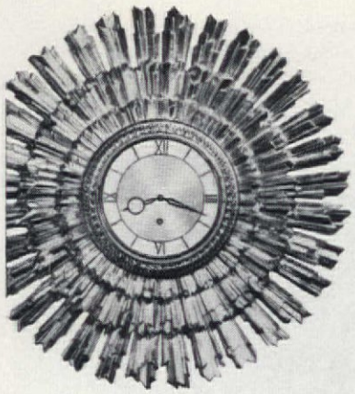


Baronial—and accomplished, it tells the date and the phases of the moon, in addition to announcing the time with a chime. Comes in Tudor or Renaissance, with 8-day movement and mahogany case. 16″ x 10″ x 8½″, $320



Graceful two-timer, for it can stand on a mantel or hang on the wall on its very own bracket. This 8-day musical timepiece plays a different tune on half and full hours. It's made of wood, decorated with hand-painted flowers, available in gold, red, black, green, or ivory. 9″ x 5″ x 3¼″, about $48 complete with bracket

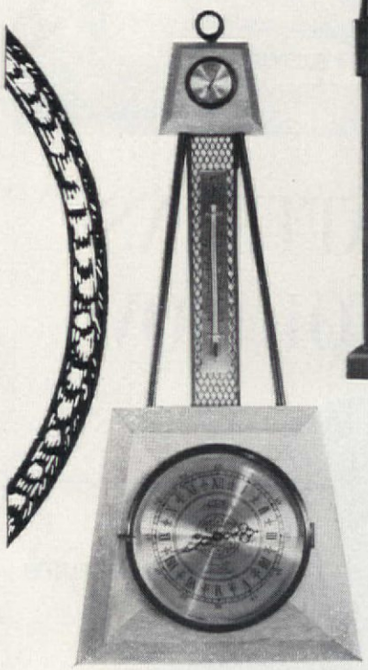
See "Where Credit Is Due," page 136



You can have a big splash of a sunburst, or a smaller one, for this wood reproduction of an antique wall clock comes in two sizes, in both metalgold, white, or black.
16″ diameter, about $30.
23″ diameter, about $60

Colonial charmer (and chimer) below comes cased in mahogany or maple, with beflowered face. 11″ x 6½″ x 3¾″, about $29.95

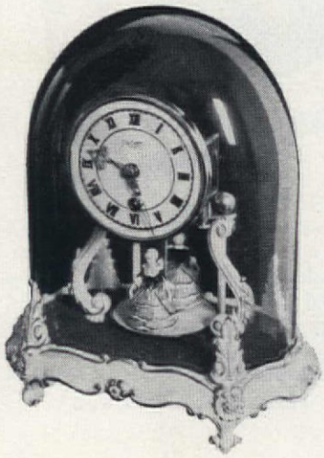




MARY E. MONZE



Time for a change? Designed for the modern-minded is this wall clock in natural maple, with black side rods, polished brass dials and bezels. Neck is background for a thermometer; a hygrometer is perched on top. This one comes in matte black with brass trimmings, too. 30″ x 15″, $110



Baroque is back, and the wall clock above has a fine 8-day silent tick movement. Metal case comes plated in either gold or antique gold. 18½″ x 10″, $40

Dainty as a duchess' parlor is this Louis XV mantel clock which shelters china figurines 'neath a glass dome. 7-jewel movement is insensitive to vibration. 10½″ x 9½″ x 6″, $59.50

Elegant plastic upholstery
with a top-grain look and feel . . .



It's Granada Antique—
Du Pont's latest pattern
in Fabrilite®
elastic-supported vinyl plastic upholstery

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Called Granada Antique, this upholstery looks subdued, elegant. And because it's Du Pont "Fabrilite," it has high resistance to staining, scuffing, cracking, chipping and peeling . . . can be cleaned in seconds with a soapy sponge. Chair below in Shasta Green; bench in Miami Green; folding door in Aurelle White.

A variety of "Fabrilite" patterns for furniture is at better stores; also by the yard for recovering table tops, dining-room chairs, etc. Look today.

*"Fabrilite" is also used for fine luggage, handbags, women's shoes and folding doors.



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Here's a magazine rack that is modern in feeling, but so skillfully designed you could use it in any room. Made of hardwood polished to gem-like luster, and nylon cord wrapped in an interesting pattern, it will hold many magazines, books, or even stash away that hooked or braided rug you are lap-working on. Pattern **2061**, price 50¢



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☐ PATTERN 2061 ☐ PATTERN 1572

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(Please print clearly)

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What's Your Hobby?

As Mark Twain once said: "Work consists of whatever a body is obliged to do, and Play consists of whatever a body is not obliged to do." Hobbies, the most rewarding form of play, can, and do, include everything from home-building to miniature painting.

Aside from sports, what are *your* hobbies? We'd like to hear about them, for we agree with Sir William Osler who said: "No man is really happy or safe without a hobby, and it makes precious little difference what the outside interest be. . . ."

The American Hobby Foundation tells us that the following are the ten favorite hobbies of America's 60 million hobbyists:

- **Collecting stamps**
- **Collecting handmade American glass**
- **Woodworking**
- **Model making**
- **Collecting dolls**
- **Photography**
- **Collecting autographs**
- **Painting**
- **Needlework**
- **Collecting coins**

Other lists, of course, have been compiled, and they may read quite differently from this one, for only an organization as extensive as the U.S. Bureau of the Census could make a really accurate one.

But in this and most other lists, the principal trend noted of late has been a definite increase in the popularity of the creative hobbies—the doing rather than the collecting. In keeping with this are the new All-American hobbies of do-it-yourself home-improvement activities which cannot be classified with accuracy since they embrace everything from woodworking and needlework to the fine art of concrete mixing!

Many of the do-it-yourself's, of course, were anything but hobbies to begin with, born as they were of rising costs and labor shortages. You still may not regard painting the exterior of your home a form of play! But millions of people, once they have embarked upon some do-it-yourself project because of necessity, go on to discover the real joy of creating something useful. In many a case, the necessity of learning how to mend a broken chair leg has developed into the hobby of making fine reproductions of antique furniture.

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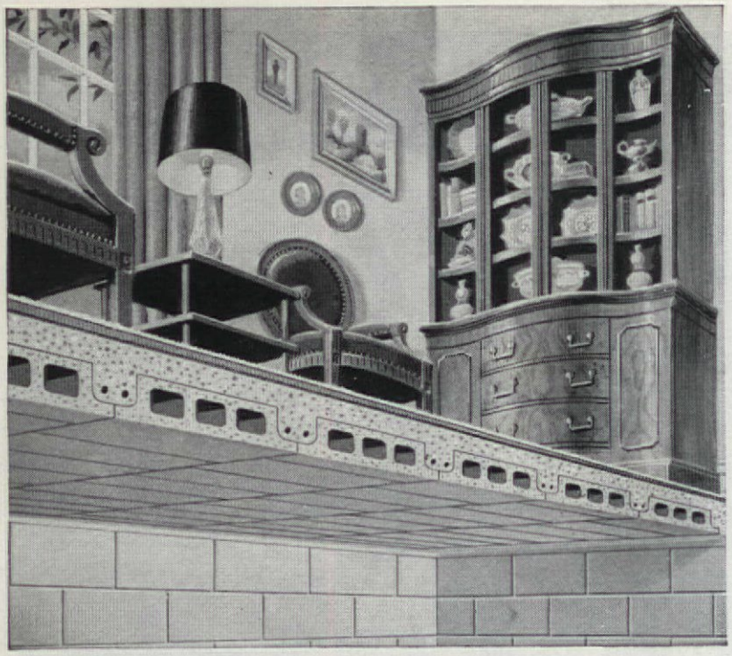
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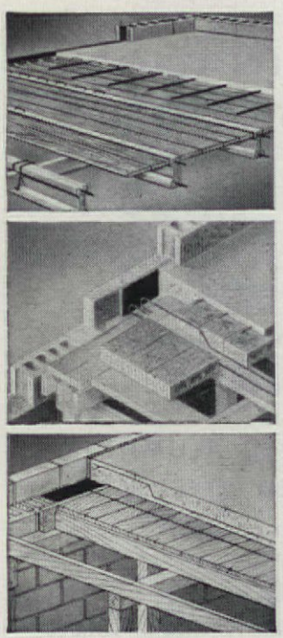
Your New House Will Be Better with Concrete Floors

Wherever you build, whatever architectural style you prefer, whatever size you can afford, your house will be better if it has concrete floors. Nothing ties the whole house together more securely or gives it greater strength and rigidity.

Concrete floors stay firm and level. They don't squeak, warp or sag. You won't be troubled with sticking doors or windows or gaping, dirt-catching cracks under baseboards.

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With all their advantages concrete floors are economical. They actually cost less than a good grade of carpeting with which you may cover them.

Illustrated at the left are the most common types of concrete floors: (1) precast joist, (2) concrete block joist and (3) reinforced concrete slab. In some places other special concrete floor systems are available.

Whatever type you choose you will have a stronger, more durable, safer house with concrete floors. Write for free, illustrated booklets, distributed only in the U. S. and Canada.

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A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

50 Years Old

(Begins on page 64)

bound, we are centrally located, urban but not crowded, shaded by beautiful old trees, and only ten minutes from town. The neighborhood is old, but well kept, and has seen considerable remodeling lately, indicating to us continuing property values. The house was one that has been duplicated thousands of times all across the United States. It was overly tall, and perched on a bank. As you can see, in remodeling to make it seem lower and wider, we altered the bank as well as the house, and the rockeries give us a more attractive approach.

"Inside, the living space had been divided by a big arch into two rooms. In the corner of the living room was a tiny, shallow fireplace, useful only for a coal grate. We reversed the situation by adding a new fireplace (with outside wood box) and paneled storage wall, and at the other end of the space, removing the partition and making one large room. This room is semi-divided by a Modernfold door. This new arrangement allows us to use part of the space as we normally need it every day, or to throw it all together for party occasions. Incidentally, when the architect suggested a Modernfold for this situation, I was very doubtful of its appropriateness until I discovered that they are now making a type called Spacemaster which may be covered either in plastic, or in the fabric of your choice. Our choice of course, was fabric matching the draperies. The space behind the Spacemaster, when not needed for large groups as part of the living room, becomes an intimate little den, music room, or what-have-you. In there, we added bookcases and built-in desk. The old corner fireplace which is now useful in a small room, was given a new face and raised off the floor. Bringing it up makes it seem larger because the fire is at eye level and gives us that cozy ledge to sit upon."

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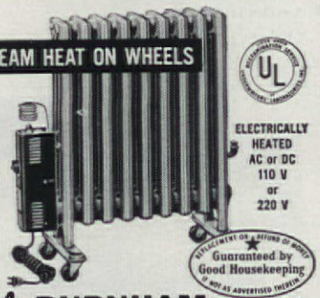
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A few drops of highly penetrating 3-IN-ONE make appliances run better. It never gums up the way many oils do.



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When the soil was moist enough not to crumble, I dug the plant carefully with a good ball and placed it on a 3-ft. square of clear Visqueen film spread close by. (The plastic comes in several colors and in .0015 to .010 in. weights)



Folding up sides, then the corners, I tied the film around the stems with binder twine, which I then carried down around the root ball



How to "Eat Your Cake—and Have it"

E. L. D. SEYMOUR

Translated, that means how to enjoy a plant in your garden, then, if a sudden need develops, use it as a decorative feature in or around your house, and then, after the emergency, put it back in the garden unharmed. I got the idea from reading various reports of the successful use, by nurserymen, of heavy-weight polyethylene plastic film in wrapping balled plants for sale or delivery. My first (and successful) test was with two azaleas. One is shown herewith; the other, smaller one, I dug, wrapped, and kept in a low bowl as a living room adornment for a week, then replaced outdoors. I suggest further testing with perennial clumps, in bloom, to be used as centerpieces or other decorations for special occasions. Why don't you try it?



Polyethylene film allows passage of air, but not of water. The soil ball did not dry out nor the blossoms wilt for a week, though the plant stood (unwatered) exposed to morning sunlight. (Next time, I'll spray the foliage every day or two.) Indoors, a small plant in a china bowl did equally well

See "Where Credit Is Due," page 136

BE COMFORTABLE...

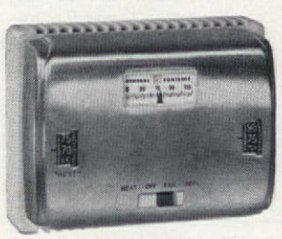
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Now you can breeze through all your cleaning with the only vacuum designed for *daily* use! With lightweight Regina Electrikbroom you whiz from linoleum to wood floors to carpets and upholstery—without attachments! This *one* handy helper also does the work of dust mop, carpet sweeper, broom. It's the new, time-saving way to have a "company-clean" home . . . every day!



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FINE PRODUCTS FOR THE HOME SINCE 1892

Tree Quacks

(Begins on page 20)

a card with his name and telephone number on it, and said he wasn't an ordinary tree surgeon, but a specialist in insect control."

Actually, of course, he was just another quack. But he wasn't as smart as some I've known, or he would have carried a bottle of insects with him and liberated some around the trees to show the owner!

In Illinois, a woman had some fine maple trees which, for some reason, she suspected of having the Dutch elm disease (which, incidentally, does not attack maples). Learning of her problem, a self-styled "tree expert" got in touch with her, looked over the trees in his most professional manner, confirmed her "diagnosis," and positively guaranteed that he would rid them of "all diseases." Well, he did—but in doing so he also killed the trees, every last one of them, by painting the trunks and main branches with a mixture of DDT and ordinary crank-case oil. The rankest beginner in horticulture would have known better than to do that. But whether the "expert" knew or not, he wasn't around.

Even such a seemingly simple, non-technical task as cutting down an unwanted tree calls for knowledge and skill. One homeowner, after shopping around for someone to remove a tree from his lawn, finally gave the job to a "handy man" who had had no experience in such work, but was willing to tackle it for a few dollars. Perhaps he wasn't a quack in the usual sense, but he certainly was incompetent—and expensive. For he let the tree fall the wrong way—and the owner had to pay a $400 carpenter's bill for repairs to his house.

Moreover, there is always the danger of incompetent workers injuring themselves while on your property and then holding you liable. Bidding on some work for a new client, I was asked if I was covered by Workmen's Compensation, and then requested to show my policy. Though a little surprised and annoyed, I did so. As he returned it and thanked me, he said, "I'll hope you'll pardon me for being so careful, but I once had some tree work done by a man who *didn't* have his workers covered. One of them fell three feet off a ladder, injured his leg, and held me liable. It cost me $6,000."

So there you are.

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All Winter

(Begins on page 60)

grower" in your vicinity, that is, an all-round florist who has a greenhouse and who not only buys and sells cut flowers and does "make up" work, but also grows some of his own stock, including a variety of pot plants. Make him your friend and confidant, share with him your garden successes and discoveries—as well as your garden troubles—and you may find in his establishment a rich vein of practical plant lore as well as a supply of plant materials.

Still other plants may come to you as gifts at Christmas time, on St. Valentine's Day and Easter, etc. These, after they have flowered, can often be dried off, cut back, put aside until spring, and then started into growth again, to bloom anew during the summer outdoors, or during the next winter season in the house.

The field of house-plant care and culture is broad and many sided, as well as alluring. Its results can be generously rewarding, with an investment—in money, time, space, and effort—surprisingly low by comparison. The net returns and satisfaction of living in a garden atmosphere, even though it lacks a lawn, shrubs, and trees, can be gratifying indeed.

The detailed how-to's of winter gardening with plants in pots cannot, obviously, be covered in the space available here. But they can be had in many forms and from various quarters. Excellent books, for instance, perhaps at your library, certainly at any good bookshop. To mention only a few, there are: Kenneth Post's *Plants and Flowers in the Home;* W. H. Clark's *Plants in Pots;* Ruth Gannon's *Decorating with House Plants;* Jean Hersey's *Garden in Your Window; House Plant Questions Answered by Experts* (F. F. Rockwell and Montague Free); *Enjoy Your House Plants,* by Dorothy Jenkins and Helen V. Wilson, and, of course, our own service book, *The American Home Gardener.* Then there are bulletins and circulars (mostly free) of the Federal Department of Agriculture and many State Experiment Stations; plantsmen's catalogues; courses given by botanic gardens, garden centers, etc.; garden club lectures, and the expert advice of successful growers, both amateur and professional—which is often the most helpful of all because it is informal, specific, of the locality.

The plant-growing fraternity is a big, friendly fellowship, built on a foundation of common purpose, whose membership requirements are mainly sincerity, live, active interest, and a willingness to share knowledge and experience. Join it—and don't let another winter pass incomplete, unbrightened and unenriched by at least some of the amenities and graces of a garden of plants indoors.



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New beauty and refinement for your windows and doorways that you never dreamed possible.

Custom made to your measurements. Completely assembled. Designed and finished like the finest furniture.

1 In **SOLID WALNUT.** The warm, rich glow of natural walnut complements any furniture. Finished in natural tones ready for hanging. Beautiful knobs, hinges and fasteners.

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Prang Textile Colors are easy to apply and are washable and dry-cleanable. On sale at your favorite store or order direct. Write for colorful circular. It's Free! Dept. AH-14

Guaranteed by Good Housekeeping

The **American Crayon** Company
Sandusky Ohio — New York

Winter Effects

(Begins on page 74)

cut and arrange in water, in selected containers, as many arrangements as I will need. I make them thicker than usual, crowding the blooms until they almost overlap to allow for shrinkage; and I use berries liberally, especially near the bottom so some hang over the edge. I keep the water replenished and sweet with a little charcoal or one of the commercial flower preservatives.

When the blossoms begin to dry, but before they are brittle, I add straw-flowers and clusters of firethorn berries, cutting off the stems (which are hard to poke in among the flowers) and substituting wire. I may also add dried baby's-breath and statice (Limonium) hung upside down since summer and, from the florist, cheerful miniature "star-flowers." When an arrangement is complete, I spray it with the kind of liquid plastic used to prevent tarnish on metal. Easy to apply from its pressurized container, it imparts a slight luster, discourages shrinkage and shattering, and helps preserve the original colors.

I use various stem holders, but find the heavy pin type or crushed chicken wire, wired in place or held with modeling clay, best for large arrangements. Among my favorite containers are glass compotes. An old copper teapot is good for an all-berry arrangement of false bittersweet, firethorn, and euonymus (both E. alatus and E. atropurpureus). I cut the bittersweet while the leaves are still green; as they ripen, they turn a soft gold that adds much to a bouquet. An olive-green pottery bowl is effective filled with bittersweet, euonymus, and pin oak leaves which I cut while partly green and keep in a bowl of two-thirds water and one-third glycerine. This gives the leaves a sheen and tends to prevent them from drying out and curling. Goldenrod lends itself well to dried arrangements; and seed heads of many wild grasses found along roadsides impart a delicate, feathery touch.

—CHRISTINE G. ELLIOTT

EDITOR'S NOTE: As photographs of Mrs. Elliott's work were not available, we asked Mary Alice Roche, wife of Photographer Jack Roche, to make some arrangements following Mrs. Elliott's directions (see page 74). She notes that, "Single mums did not keep as well as doubles. Marigold petals sometimes had to be rearranged before being sprayed so as not to look droopy. Zinnias dry well, but need careful handling. Firethorn foliage should be sprayed as soon as cut; berries shatter easily. Glycerin-treated leaves don't need plastic spraying, so we sprayed the berries from all sides before putting the twigs in an arrangement."

Would a quick look tell you Fostoria's "Rose" is made by hand?



EVEN supposing you don't recognize handblown crystal on sight, (and you probably do), there's no mistaking the handwork in this design. Fostoria's *Rose* is cut by hand, petal by petal. (She loves me, she loves me not, she loves me!) The single flower, bold and beautiful, is rendered on a graceful, bell-like shape — and notice the turned-spool stems. *Rose* fits into any decor, traditional or modern—a wise choice for gifts, or for yourself. Suggested place setting illustrated, $17.50*. In open stock because it's made by the Fostoria Glass Company, in Moundsville, West Virginia.

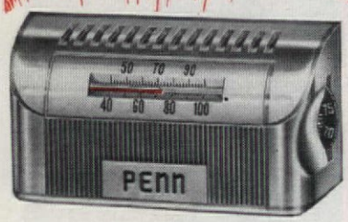
**slightly higher in the West*

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Kitchen Cabinets

(Begins on page 80)



Both base and wall cabinets should be bolted together in groups before attaching them to walls. Otherwise, since few walls are absolutely straight, you may have difficulty in keeping fronts aligned. If holes are not provided, drill them, making sure to align tops and fronts before drilling. If bolts are not provided, use 10-24 x ⅜-in. round head bolts and a number 9 drill to make the right size holes, then cabinets won't slip out of alignment



Though cabinets come in a great variety of widths, they can rarely be planned exactly to fill all the available space. Use filler strips (available in different widths) at one or both ends of the cabinets to give a continuous front. Cut the fillers to size, if necessary, and bolt to the cabinets before attaching cabinets to the walls. The fillers need not be attached directly to wall but should fit snugly to keep dirt from getting behind cabinets

MAKE A

Xmas Gift

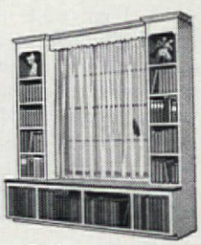
FOR YOUR HOME



OUTDOORS—These gay holiday figures send an old-fashioned Christmas greeting from roof, porch or lawn. Build these 30" and 40" figures with minimum time and expense. Simply trace the full-size Easi-Bild* Pattern onto the material and cut out. Full instructions, and directions for decorating, are included with each pattern. The coupon below is your order form.

The major material used is Homasote Type RD. Weatherproof and crack-proof, this strong material saws and nails easier than wood, takes any paint or stain, lasts for years—indoors or out.

INDOORS —



The unusual valance - bookcase, shown at the right, frames your window — offers ample space for books, record albums, etc. — conceals the curtain rod.

This is only one of 18 practical make-it-at-home suggestions to be found in the three new Homasote "idea" folders. Plans for chests and cabinets, details for a room in the attic, warmer, quieter floors, or a waterproof cellar — all are to be found in these folders. To secure all 3 booklets — a valuable addition to your make-it-at-home file — kindly include 10¢ for handling costs.

*T. M. Reg. Easi-Bild Pattern Company

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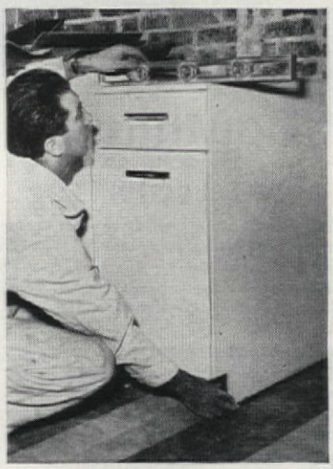
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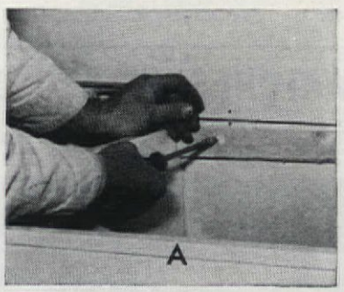
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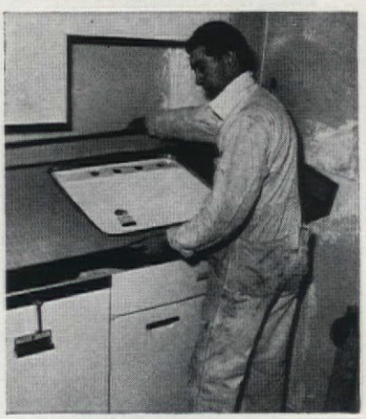
Kitchen Cabinets



Before attaching base cabinets to walls by methods previously described, level cabinet with wooden wedges between cabinet and floor. Drill for studs or wall plugs and attach as described on page 80. Add cove base later to hide wedges



Attach sink front to adjacent cabinets. Then attach a strip of 1 x 2 to wall at rear as support for back of sink top. Your dealer will custom-build counter tops to fit your kitchen, or you can save money by using ready-made top sections



Attach sink to counter before mounting on base cabinets. All counters are screwed onto bases from below. Holes are provided for screws in bases. Connect plumbing—and job is finished!



PATTERN 1574—35¢
Here's a painting pattern especially designed for a round surface. Present a favored friend with a glass candy jar painted, by you, with these lush Victorian roses and picot ribbon garlands

Christmas Pattern Order Form

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1575—30¢ Paint a big round glass candy jar with this jolly assortment of colorful candy designs. Label it "Bonbons" and delight the small fry who come to visit at your house.

1576—25¢ Another painting design for a medium-sized round glass candy jar. Hearts and flowers are the theme. Try it in your bathroom to hold soap, cotton balls, bath powder.

1577—25¢ 4 floral and fruit label designs to paint on glass jars (these could be used on china, wood, or tin). One for flour, sugar, coffee, and tea.

1573—25¢ Golden scroll label designs to paint on glass jars (again these may be used on china, wood, or tin.) One for flour, sugar, coffee, and tea.

1574—35¢ Victorian roses and ribbon design to paint on a round glass jar. Use it for candy or bath supplies.

1572—25¢ One of our special step-by-step picture instruction patterns to show you how to upholster a Wing chair. Every step of the way is clear and easy to follow.

2011—50¢ Blueprint construction pattern for building a gun cabinet to house, safely, Dad's precious hunting equipment. It's so handsome Mom may decide to use it for her best china.

2062—50¢ Blueprint construction pattern for building a wonderful Big Top headboard with protective wings at sides to keep Junior safe in bed.

2061—50¢ Blueprint construction pattern for building a handsome portable magazine rack, or book trough. Build it of hardwood and nylon cord; a very special gift for Mother.

1541—30¢ Paint a tray for Christmas. This one is an old-fashioned stencil design for a large oblong tray. Old-fashioned flowers and a "fence" border, called Fort Orange.

1542—35¢ Another tray design, for a small oblong tray. Stenciled and gold-leafed fruit border.

1543—50¢ A beautiful bird and floral painting design for a Chippendale tray, truly exquisite. Perfect for a very special Christmas gift.

1544—35¢ Gold and copper design for freehand bronzing a medium-sized oblong tray. Lovely floral motifs.

1523—30¢ Paint this design on a regulation rural mailbox and delight some of your friends at Christmas time with a really thoughtful gift. Pennsylvania Dutch tulip motif.

2046—50¢ Blueprint construction pattern for bulding one of the handsomest lanterns we have ever seen. This one has a "Pineapple" top, the hospitality symbol. Wonderful gift idea.

2049—50¢ Blueprint construction pattern for building a weathervane. This one features "Birds In Flight" and would make an unusual Xmas gift.

2048—50¢ Blueprint construction pattern for building a name sign surmounted by an old-time cut-out surrey. This makes an individual Christmas gift.

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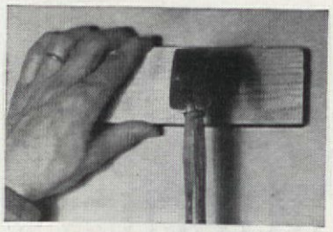
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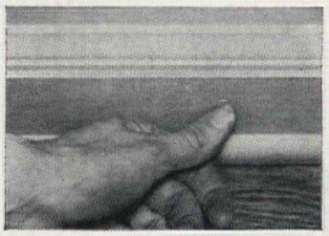
R·O·W is the registered trade mark of the R.O.W. Sales Co.

To hang heavy objects such as wall cabinets or mirrors, drive nails or screws into wall studs. One trick for locating studs is to tap wall, using wooden block. Wall sounds solid over studs, hollow between them

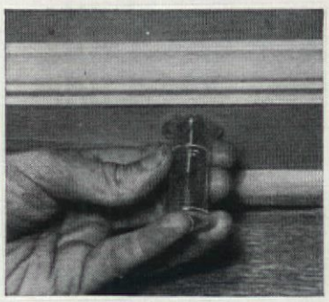


ROBERT SCHARFF

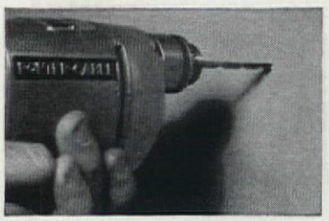
HOW TO FIND Wall Studs



You can also locate studs by finding where baseboard is nailed to wall. Studs usually run in vertical line above nails



A commercial stud finder or dime store compass will point out nails in studs. Slide either one along baseboard. Needle deflects to indicate nail (stud location)



Verify stud location with small drill—you'll know when you hit one. Usually studs are 16 inches apart, so locate one, then measure to find others

Grandfather was a thrifty soul but how he gambled!

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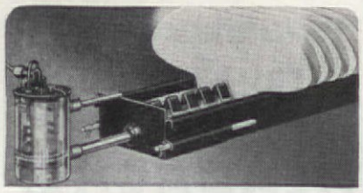
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- **No. 29** ☐ (see Apr., '54 issue) 3 bedrooms, 2 bathrooms, kitchen with breakfast area, storage room, service room, large living-dining room, and garage.
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Where Credit Is Due

FOR LITTLE BOYS
Page 71: Carpet, A & M Karagheusian, Inc. "Daybreak" Bedspread, Fieldcrest Mills. Chair, Sturbridge Yankee Workshop. Stuffed animal, Bloomingdales'.

GOOD TO THE LAST PETAL
Pages 74, 75: Flowers, The Florists' Telegraph Delivery Association.

WE TURNED A HEADACHE INTO A HONEY
Pages 78, 79: Copper molds, Mirro. Hallite pans, Wear-Ever. All rubber accessories, Rubbermaid. Range hood material, Copper-armored Sisalkraft. Kitchen tools, Ace Products. Coeur de fer, Strawlu Co. Bread box, Plas-Tex.

HOW TO INSTALL METAL KITCHEN CABINETS
Pages 80, 81: Cabinets, General Electric. Flooring, Armstrong Cork Company.

GOOD VICTUALS
Page 82: Wall bracket lamp, Murta Appleton Co.

IS YOURS A MEAT AND POTATO FAMILY?
Pages 86, 87: "Provincial Ruby" bowl & plate, dinner plate, United States Glass. "Proposal" flatware, 1881 ® Rogers ®, "Georgian Gadroon" Gravy boat, serving platter, Community, all by Oneida, Ltd. "Floral" cloth, Glynton Products. Casseroles, Hollydale Pottery. "French Garden" cake plate, Castleton China.

TAKE A CAN OF TOMATO SAUCE
Page 88: "Golden Leaf with platinum trim" small plate, American Commercial. Thermo-Server platter, Kinneola. "Country Gardens" salad dish, Red Wing.

DON'T BE A PANHANDLER
Page 108: Potholder apron, Bouquet Linen. Mitts, Fallani & Cohn. Grandma Moses design, Kemp & Beatley. China and Floral patterns, Paragon Art.

HOW TO APPLY ACOUSTICAL TILE
Pages 120, 121: Tiles & materials used in installation, Armstrong Cork Co. Silhouetted tiles, Owens-Corning Fiberglas Corp.

NEVER TOO LATE TO BE CLOCKWISE
Pages 124: Two clocks, Henry Coehler.
Page 125: Clocks, top to bottom: Syracuse Ornamental Co. Seth Thomas. Rees and Orr. Henry Coehler (last two).

HOW TO "EAT YOUR CAKE—AND HAVE IT"
Page 129: Plants, courtesy Hedgerow Nursery. Polyethylene film, courtesy of the Plastics Division, The Visking Corp.

PHOTOGRAPHS
W. R. Roll: pages 14, 16. Kranzten Studio: pages 54, 76, 77, 122. F. M. Demarest: pages 57-59, 62, 63, 68 (top and bottom), 69, 71, 78, 81 ("After" photos), 82, 83, 86, 87, 88, 98, 102, 113. Jack Roche: pages 60, 61, 74, 75, 129. Howard Staples: pages 64, 65. George de Gennaro: page 68 (center). Max Tatch: page 70. Eldon L. Fitzgerald: pages 72, 73. Jonathan Aley: pages 78-81 ("Befores" and How-To's), 132 (How To's). Frank L. Gaynor: pages 105, 106. Barry Evans: page 114. Owens-Corning Fiberglas Corp.: page 121 (tile photos). Robert Scharff: page 134. George Laycock: pages 138, 139. Bob Gilmore: page 141.

DRAWINGS
Knute Heinz: page 20. Sigman-Ward: pages 57, 62, 67, 77, 105, 108. Dick Ott: page 69. Owens-Illinois Glass Co.: page 103. Margaret Heming: page 108.



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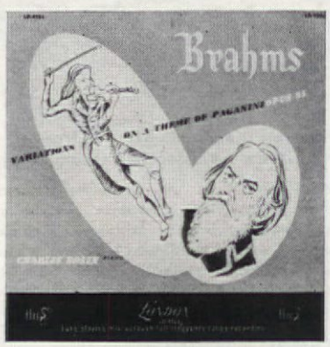
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JOLLY TIME EVERYONE'S FAVORITE POP CORN ALWAYS POPS BEST

Mr. Paganini

(Begins on page 10)

24th of his violin capricci—and out of it made one of the most difficult piano works in the literature. First, the sound in the London recording is superior to the other. Second, Rosen plays the complex work with a certain ease that almost belies its enormous demands. Yet, of the two interpretations, Simon's is far more vigorous and generally more expressive and it makes the more lasting impression. It is in the softer, reflective passages that Rosen excels. Neither of these boys can touch, however, the magnificent redition Egon Petri once made for COLUMBIA some years ago. Insofar as I know, that one is still to come forward on LP. The Brahms-Handel collaboration, another of the great works for piano, is rather well treated by Simon who, to my mind, is a surprisingly improved pianist.



A David Oistrakh Recital
David Oistrakh, violinist
V. Yampolsky and I. Kollegorskaya, pianists
VANGUARD VRS 6020—one 12-inch disc, $5.95

There is not enough space in which to say all that I should like to say about this recording. To me it is perfection, beauty, music at its most poetic expression. The composers are Prokofieff, Rachmaninoff, Tchaikovsky, Brahms (how did he get in?), Glazounov, and Khachaturian, either pure or arranged.

SCRIABIN, HINDEMITH, BERG, BARTOK
Four piano sonatas
Zadel Skolovsky, pianist
COLUMBIA ML 4871—one 12-inch disc, $5.95

We have a variety of styles, moods, esthetics, and what-not, from the mild impressionism of Scriabin to the motor-driven rhythms of Bartok. In revealing these various styles, Zadel Skolovsky does more than a passable job of defining and differentiating. The result is, if not an *olla podrida* of musical approaches, at least a professional, technically precise exhibition of some of the musical efforts and, let's face it, experiments of our time. But don't get me wrong, please! Some of our more advanced composers are going to all sorts of extremes for their musical inspirations—if such. Here, at least, we are still in the realm of traditional form concepts, development, and the rest of the Beethoven on business, with discords, jagged phraseology, to add the seasoning.

I must say that Skolovsky is quite at home in all of this, and that the effects he obtains rather adhere to universal principles of musical interpretation. In other words, what this pianist does is in keeping with good taste, whatever the psyche, libido, compulsion of the composer. Good grouping here, good entertainment and, extra dividend, good sound.

Permit me to dwell for a moment on the subject of "good sound" in recordings. Of course a good performance sounds better when the sound reproduction is better—but I don't believe that there are two experts in pure acoustics who could agree on all points of the sound reproduction of any given recording. There enters a little matter of taste in that field, no less than in the field of musical evaluation. For my part, if a recording is good, as a musical performance, it is quite satisfactory to me—unless the sound job is a really bad one. Since there is as much opinion to be disputed in hi-fi effect as there is in quality of interpretation, I am content to accept quality, greatness, and art in the rendering as of more value than purely acoustical results.

FRANCK *Symphony in D Minor*
The Vienna Philharmonic under Wilhelm Furtwaengler, conductor
LONDON LL 967—one 12-inch disc, $5.95

Furtwaengler has always been a sort of idol of mine. He still is, musically speaking, that is. I still believe that his Tchaikovsky *Pathétique* is the best in the books. I do not, as it happens, feel so strongly about this performance of the Franck symphony. There is something strained and four-square Germanic about it that I cannot accept as Franckian. The heaviness, the forced expressionism—in music quite a few decades old, yet—just does not go with the grain. I'll admit that the Vienna Philharmonic comprises a most flexible body of men, and that the notes are all delivered infallibly. Yet the spirit of Franck, something of the mystic, vaporous quality of this music is missing, for all its lengthy sequences of purely animal pleasure. However, Furtwaengler's interpretation is a viewpoint, at that, perhaps a legitimate one. It is merely that the rendering fails to meet certain standards that have developed within me through years of listening to the work.
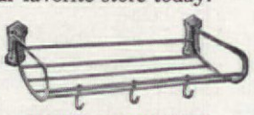
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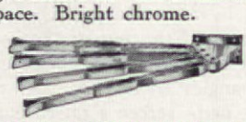
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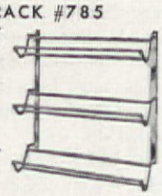


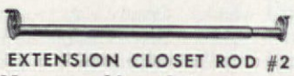
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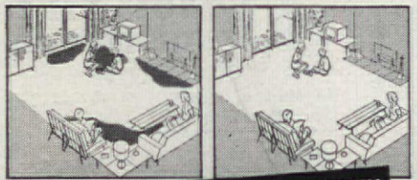
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200 Years Old

(Begins on page 116)

Most old farmhouses are shy on two things vital to modern living—closets and windows. Apparently our ancestors sewed themselves in for the winter and didn't bother with many changes. Windows were shunned to conserve heat and because "night air is dangerous." In making our old house functional, our main tasks were to provide adequate storage space and to open up the interior to winter suns and summer breezes—aside, of course, from practical chores of installing electricity, central heat, and plumbing.

The two downstairs bedrooms that were thrown together to make our present sunny living room had a sum total of three small windows. We added two large ones, facing southwest, to catch the warmth and light of winter afternoons, and on the east wall, a window alcove boasting nearly 60 square feet of glass. We feared the alcove would add to our heating problem, but instead it is a true solar heater, and on cold winter mornings that alcove, glassed from floor to ceiling on three sides, is the warmest spot in the house.

In addition, our virtually closetless house was transformed into what our friends call the "closet shop." A room-length built-in of cupboards and drawers was placed under one eave of the master bedroom for, although the room is large, there is no wall space for any furniture but the bed.

The old kitchen, a one-story addition with an ugly flat roof, came down and in its place we built the newest, most modern kitchen I could dream up. No Dutch ovens and copper to polish in my working kitchen, thank you, even if the rest of the house *is* 200 years old! The new wing, at right angles to the old part of the house, helps screen a raised flagstone terrace that looks off to beautiful nearby Shangahunk Mountains.

A word about the floors: they had been stained, painted, and otherwise abused. But the original random-width boards, some as much as 18 inches wide, became startlingly beautiful with the paint, stain, and grime sanded off.

I'd like to think I'd learned my lesson—I should have—the hard way. But I wonder! On my way to the village I pass another relic of the past. I know from bramble-torn stockings and several cases of poison ivy that its rear wall stands erect only by virtue of extensive bracing. My eyes tell me that storms must drive in under that rotted gutter. But as I pass I take my foot off the accelerator. I mentally salaam the unknown, unsung builder who combined lines and balance into such a symphony—and my fingers, still calloused from our own remodeling—itch to restore this other gem to its original glory.

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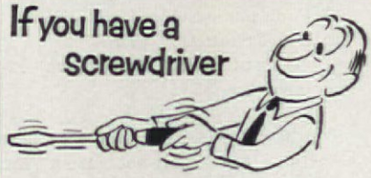
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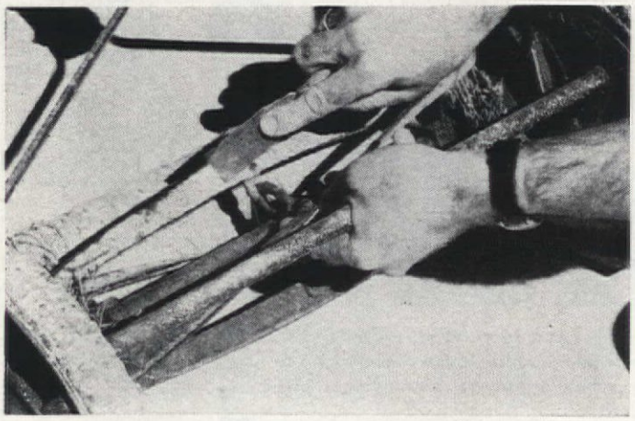


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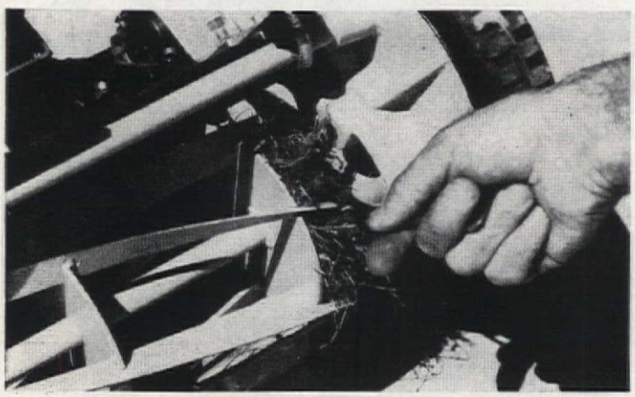
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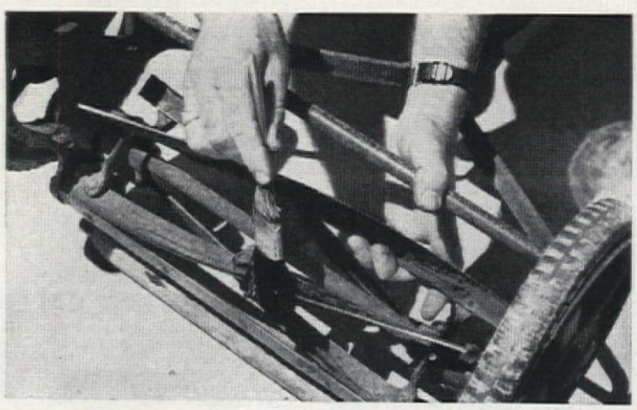


HOW TO WINTERIZE YOUR LAWN MOWER

GEORGE LAYCOCK



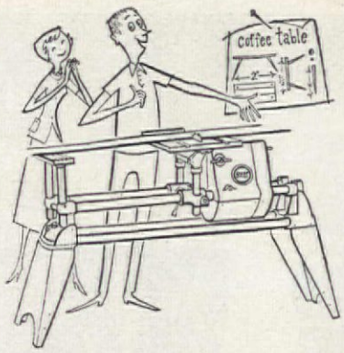
Freedom from picked-up grass is especially important with chain-driven power mowers. Try to keep moving parts clear all the time, after and during use. A good tool for this is a sharpened hook of #9 wire with a ring in the other end so it can hang handily from your belt or the handle of the mower



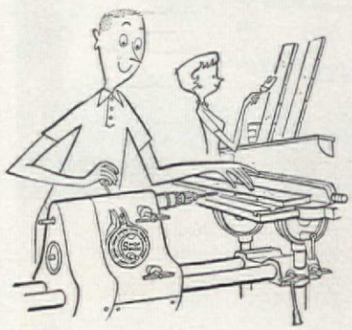
Once your mower is really clean, coat the cutting edges (both moving and stationary blades) with heavy oil or cup grease to prevent rusting, which means heavy pushing, poor cutting, and unpleasant noise next year. An old paintbrush and oil drained from your automobile crank case come in handy for this job

MORE ON PAGE 140

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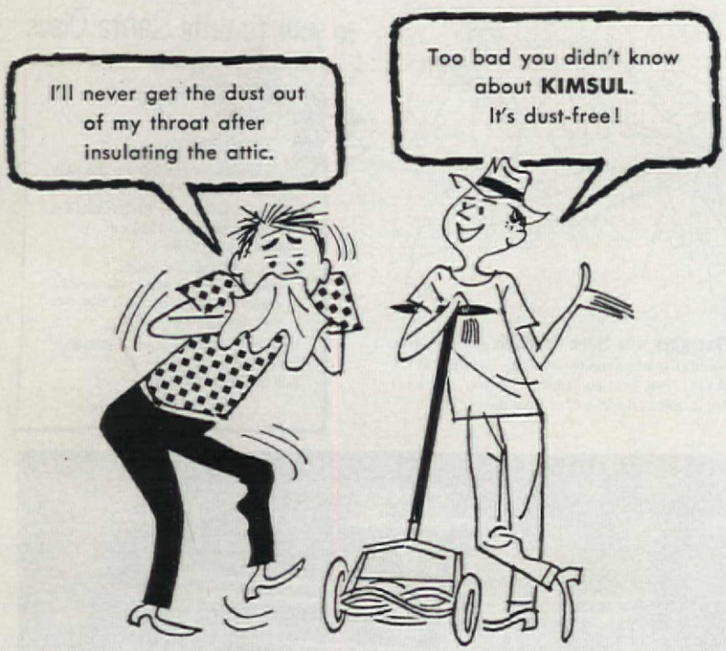


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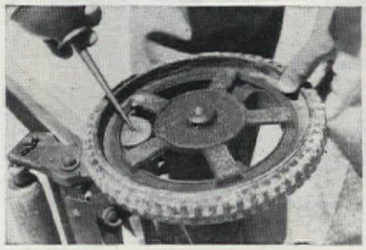
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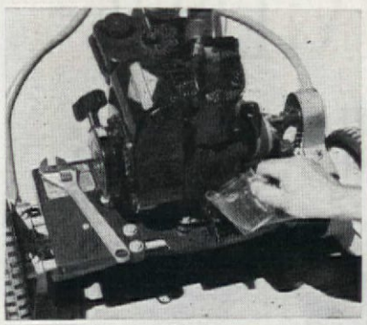
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Lawn Mower

(Begins on page 139)



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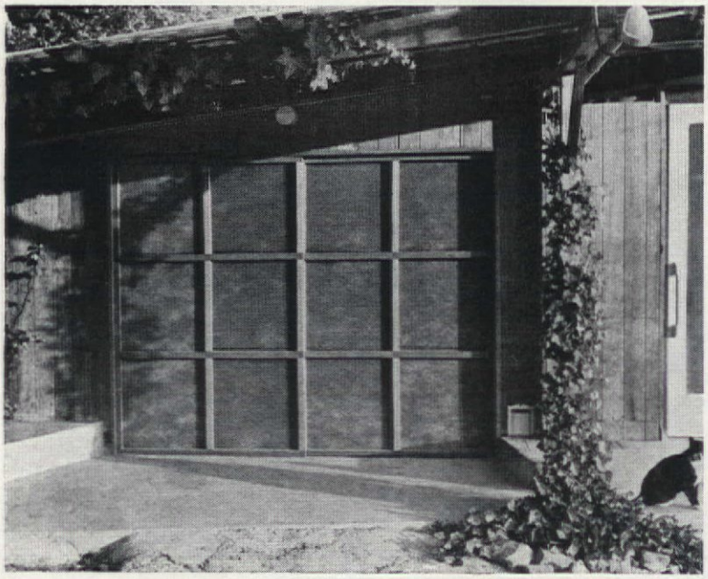


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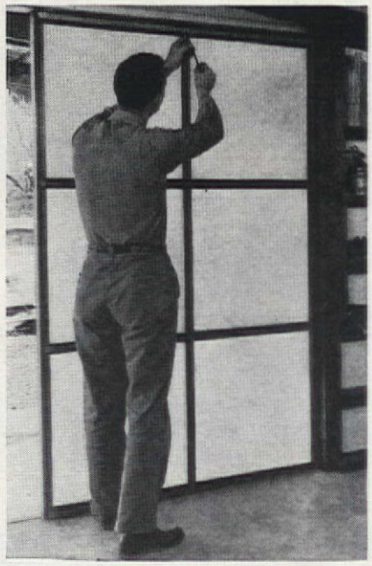
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BOB GILMORE

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After you've removed the old doors, measure the opening and determine the pattern of the layout of the door lights. For the framing you'll need clear 2 x 2 stock, such as redwood. Get four pieces a foot or so longer than the width of the door, and six pieces the height of the door. We used a fiberglass plastic, which makes a good covering material because you can cut it to shape with ordinary tools. The door frames are made so they overlap in the center and are identical in size and construction, the outer one being fixed and the inner one operating on a sliding door track. They are built of the 2 x 2 stock with simple frames made from half lap joints glued and locked in position with diagonally driven finishing nails.



Some of the plastics that can be used for lights are available in sheets large enough to cover half a door for its full length. Otherwise you may have to cut individual lights to fit. In either case, lay the door grid frames flat on the floor and coat all the exposed edges with a liberal layer of clear drying flexible waterproof glue. Then nail sheets in place around the edges and to the crosspieces. Use one three-penny flathead nail every four inches. We didn't have to drill through the plastic before nailing, but you may have to if you happen to purchase a tougher material than we used. Cover the nails with a small molding held in place by finishing nails or glue. Then turn door over and wipe off any excess glue. Attach the fixed half of the door to door frame with screws (so that it can be removed to get large objects in and out). Hang the movable door on sliding-door hardware. Weatherstrip all around to keep out the wind.

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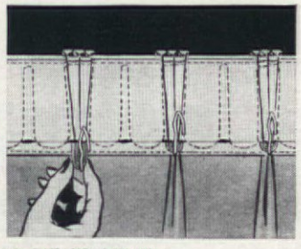
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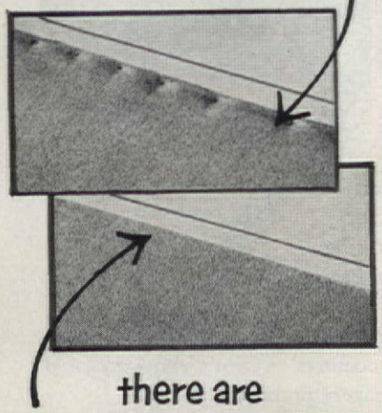
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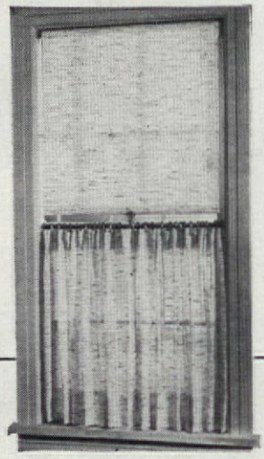
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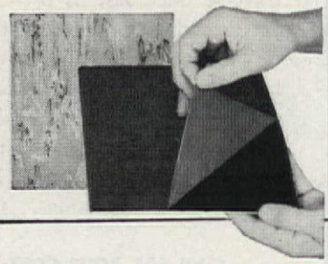


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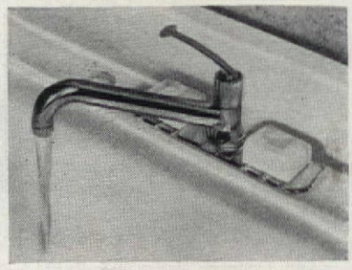
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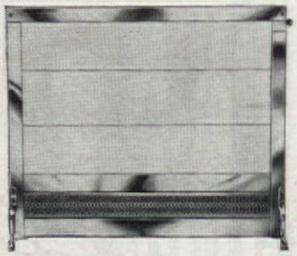


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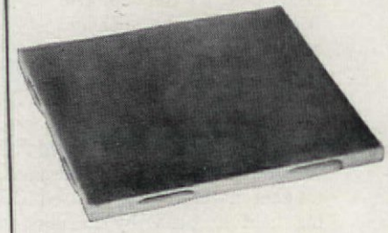
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THE AMERICAN HOME

Vol. LII

June to November, 1954

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